American Perfumer

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FEBRUAR' NINETEEN

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NEW YORK

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See also page 9



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NEW YORK

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IN THIS ISSUE

THE compact business has been causing some little concern recently and in an editorial we discuss this matter. Perhaps some of our readers have other ideas on the subject. We should be glad to hear from them. An article on plastics as container materials should be of interest to many. Mr. Fairman discusses the much disputed point as to whether toilet preparations are necessities or luxuries, and Mr. Chilson describes the manufacture of creams in instructive fashion. The New Products Section is again most interesting and there is the usual quota of news and personal items, not to speak of the Market Report and other Sections. You will enjoy this issue!

American Perfumer

and Essential Dil Keview
Registered U. S. Patent Office

VOL. XXV

NO. 12

Guaranteed Quality "StaffAllen's"



T is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

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HEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

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UNGERER & COMPANY : : New York BOTU D. PAPPAZOGLOU, S. A., Kazanlik, Bulgaria

American Perfumer

and Essential Dil Review

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NEW YORK, FEBRUARY, 1931

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Too Much Novelty?

GOOD things may frequently be overdone and good ideas overworked—witness, the recent trend toward alleged "modernism" in toilet goods packages, now happily checked or, at least, directed into sane and sensible channels.

Just at the moment, another excellent tendency seems to be progressing to the point where actual damage may result. This is the vogue for new items and new packages, especially compacts and other metal goods.

We would be the last to state that steady and sane progress should not be made toward the improvement of toilet goods or that new products of real merit and a reasonable degree of novelty should not be placed upon the market as rapidly as they are ready for the consumer. Nor do we contend that improvements in packages and containers should not be made or that familiar items should not be repackaged when the new possess real advantages either in utility or sales appeal over the old.

In the line of compacts and similar items, however, the tendency to bring out new numbers has reached the point where it may seriously interfere with the orderly development of the business and bring losses instead of profits, not only to those who advance the new lines but to the industry as a whole. In fact, in the compact business, so rapid has been the multiplication of items that scarcely is one on the market before it becomes obsolescent through the appearance of a new one.

The expense entailed in the production of a new compact or similar product is considerable. Design, model, patent, and initial production costs run into large sums. Nor are these wholly borne by the sponsor of the product. The suppliers of containers, packages, etc., all must share to some extent in the cost. In order partially to protect themselves, these suppliers are forced to require a considerable initial order before they proceed with manufacturing operations. Thus the sponsor frequently finds himself with a heavy stock of

goods on hand when his product has been on the market for a short time; a stock which must be worked off at schedule prices before he really begins to reap the profit of repeat or even refill business.

Just what is his position when he, himself, or some competing manufacturer brings out another new item before the initial stocks of the old one have reached the public? Must he take a loss through a bargain sale of the obsolescent supply? Must he find his comparatively recent development made the football of the cut price retailer or the bargain table of the large retail store? Can he or his competitors afford to continue in a competitive race with new products involving the rapid obsolescence of good, substantial items which might, under other conditions, enjoy a ready consumer acceptance over a long period?

Nor is this competitive race of any benefit to the supplier of raw materials or the manufacturer of containers and other supplies, though they might at first glance appear to profit by it. The volume of toilet goods sales does not depend upon a constant stream of new items and packages, scarcely differing from the old. They add little or nothing to the dollar value of consumer purchases. Sales and profits of the supply trade are better secured through steady consumer purchasing of well established items and volume business with their sponsors than through a varying business in transitory novelties.

New products of merit and novelty should by no means be withheld from the market. There is always room for them and their sale will only infrequently interfere with the established markets for other items. New packages of greater beauty and utility are always in order when they represent a real advance over the former styles and are of benefit to the consumer.

Development along these lines is quite different from a mad race to be first on the market with something which does not add to the general development of the industry but merely injures sales and profits on items which should serve a useful purpose and bring a fair return to their manufacturers before they are displaced by something actually better. Surely, two years on a single design of compact are better than one, and when the average life of the item drops to around six months, the situation has indeed become serious.

The public will be better served; the industry will progress more sanely; profits will be greater and losses less, if manufacturers will give a little thought to this problem. Perhaps they will then curb their desire to outdo competitors in a rush to place new items, which contribute little in utility and novelty, upon a market already burdened with a multiplicity of unprofitable toilet articles.

Action on The "Decline Clause"

MEMBERS of the Essential Oil Dealers Association are now officially on record against the "decline clause" in essential oil contracts and with each contract sent out, they are enclosing a printed statement pointing out the unfairness and weakness of protection against decline and advising the buyer that the terms of the agreement must be adhered to. We are pleased to see that this important body of raw material dealers has taken a position which should assist materially in overcoming this evil.

Our own position with regard to "decline clauses" is too well known to require repetition. Contracts including them are so obviously unfair and discriminatory as to be worthless to the seller. Even with due allowance for the element of human selfishness it is difficult to understand the position of the purchaser who insists upon protection. He is placed in the unenviable position of trying to get something for nothing and in the long run, what he gets will be worth just what he paid for it.

We are just a bit tired of the wails of the consumers of essential oils anent the alleged manifold evils of the trade, especially when they are accompanied by demands on the part of the buyers for concessions which can only result in the perpetuation of present evils and the development of others.

Do the consumers of essential oils believe that the importers and dealers will forever deliver against cheap contracts in a rising market and at the same time grant substantial price concessions in a falling one?

Do consumers of essential oils believe that the losses which dealers take through insistence on price protection are going to be absorbed steadily with no compensating advantages?

Are consumers of essential oils so short sighted that they cannot realize that they must eventually pay these losses in one form or another?

The essential oil dealers cannot be expected to take losses year after year for the benefit of the consumers. They cannot be expected to enter into contracts which are mere buying options without protecting themselves in some other fashion. The losses will be made up by the scrupulous dealers in legitimate ways. Those not quite so scrupulous may find other ways to do it. But, however it is done, no blame can attach to anyone but the short-sighted

OUR ADVERTISERS

ALBERT VERLEY, INC. Chicago, Ill.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW 432 Fourth Ave., New York City

GENTLEMEN: Many thanks to the staff of THE AMERICAN PERFUMER for the splendid work achieved on the layout and display of our new ad appearing in the last issue of your publication. It was your suggestion and we admit it took a great deal of persuasion to swing us off into a new display—but that's aside from the nicture.

With all due respect and bearing in mind the splendid results obtained through our ad heretofore, we feel, however, that you will be interested to know that at no time previously had we received the spontaneous response that this last issue of your publication has brought us. Each daily mail invariably brings further direct evidence of the increased effectiveness of the new display and favorable comments have been forwarded to us from the trade through our representatives.

We are keeping a tabulated check on the increase in inquiries and business derived and shall forward a copy of these results to you at a later date.

Please be advised of our sincere appreciation of the cooperation and worthy effort exerted by your organization in our behalf.

Very truly yours,
ALBERT VERLEY, INC.
by D. A. BENNETT, President

purchaser who thinks he is saving money by exacting more than his due from those with whom he is doing business.

We heartily endorse the stand of the Essential Oil Dealers Association on the "decline clause" in contracts. Intelligent buyers will be glad to cooperate with the association for the elimination of this unfair method of doing business.

Price Maintenance by Agreement

W E cannot go along with those who are cheering the passage of the amended Capper-Kelly Bill by the House of Representatives and asserting their belief that the Senate will follow suit and the bill's manifest weaknesses will later be straightened out by supplementary legislation. In our view, the amendments attached by the House and the comments made during the final consideration of the measure in that body have virtually killed the proposal to maintain resale prices by contract between manufacturer and seller.

Nor do we see any better prospects for the bill in the Senate. In fact, it is obvious to anyone who has studied the current legislative situation that 31

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action, even upon the amended bill, cannot be had at the present session of Congress. Nor is there, in our opinion, any chance of the passage of a stronger bill through the Senate at this or a later session. Despite the theories of the founders of our government, it is a fact that the Senate at present more closely reflects the sentiment of what is known as the "general public" as distinct from the "business community" than does the House; and the "general public" has never been convinced, possibly from a lack of understanding of the problem, that price maintenance on branded goods is designed for its ultimate advantage.

The amendments attached by the House before the bill was passed would eliminate food products, clothing and other necessities from the provisions of the law. They also allow goods to be sold at a margin of 20 per cent above the purchase price without regard to a price maintenance contract. They permit violation of the price maintenance contract whenever a dealer finds himself faced with excessive inventories or pecarious credit conditions, or when a manufacturer refuses to repurchase and pay transportation costs on mechandise which a dealer desires to dispose of.

Obviously, these provisions destroy the value of price maintenance contracts if they do not indeed vitiate the principle of such agreements. They effectively destroy the Capper-Kelly Bill as an instrument for the maintenance of resale prices, and the very fact that they could be inserted in the measure before passage shows that the National legislature is wholly out of sympathy with the entire idea of the contractual regulation of prices.

To those who have viewed the Capper-Kelly Bill as the one measure by which the disadvantages of predatory price cutting could be curbed, the result will be a grievous disappointment. To those who have viewed the problem in a broader light, however, it will appear merely as closing one avenue of approach to the question—an avenue which many considered the least satisfactory and effective of any.

There still remains the well established principle of the manufacturer's choice of customers, and it is possible that the outcome has been fortunate in turning the attention of those who had counted upon the Capper-Kelly measure to another means already at hand for accomplishing the same end. A few manufacturers have already used the method of refusing to sell their merchandise to price cutters. This may seem a bold departure to some others but it at least has the value of tested experience in its favor.

Naturally, such a method must be considered seriously before it is put into effect. It may involve a complete change in distributive methods or other difficulties for the individual manufacturer of branded goods. But it is a method open to those who really desire to maintain the resale selling prices on their merchandise. As such, it should have the careful attention and consideration of manufacturers of toilet goods who have suffered from this evil, and have until now depended upon new legislation to relieve them of its burdens.

What of the New Regulations?

CONTINUED delays, considerably more clear in the fact than in the reasons, still surround issuance of the new industrial alcohol regulations, once promised for as early as November 1.

While no announcement has been made as to why they have been held up so long, with the prospect that they may "hang fire" for a considerably longer period, the general impression is that the office of the Attorney General has found in them clauses which he believes will bear further inspection.

The regulations were approved long ago by Dr. James M. Doran, Commissioner of Industrial Alcohol, and the technical advisers in his bureau, who worked out the revised regulations in cooperation with the Industrial Alcohol Council. They reached the form of page proofs from the Public Printer, ready for immediate preparation for dissemination, before the delay began.

Some observers see in this delay in enactment of changes, which have been described as beneficial not only to manufacturers but to enforcement agents themselves, one of the first instances of the inefficiency of dual control of a highly technical administrative work. No phase of government regulation is more technical than that of supervising and regulating the use of industrial alcohol, and the perfume and flavoring industries passed through several years of uncertainty before a workable system could be evolved even when only one supervising authority needed to be consulted.

Finally the industrial alcohol supervising system reached an almost completely satisfactory state under Dr. Doran, whose marked cooperation with users of this manufacturing necessity won almost unanimous endorsement. The exceptions to the otherwise perfect accord rapidly are being forgotten in contrast with the new system, whereby it is being continually demonstrated that the Department of Justice, although technically without supervision over his work, appears to be acting as a checkmate on his office.

The new regulations, according to authoritative advance information, contain reforms which admittedly should have been put into practice long ago, particularly in the case of eliminating minor regulatory restrictions which did not aid in the enforcement of the prohibition and revenue statutes.

When announcement that these would be eliminated was made, no complaint or comment came from the Department of Justice, a government department noted as being particularly chary of "speaking its mind." But now that the regulations are in their final stage, complete except for formal approval by that department, they are being put off from month to month.

The conclusion of the matter probably will be that the regulations will be approved as written, but in the meanwhile the alcohol-using industries are being handicapped by the uncertainties attendant on such a situation, and Dr. Doran must sit more or less patiently and await the pleasure of another government department before instituting reforms in his own bureau on which he has worked for a long period of time.

Bourjois Repackages Karess and Fiancee

O keep pace with the modernistic trend in packaging, Bourjois, Inc., New York City, is now presenting its well known "Fiancee" and "Karess" lines of perfumes and cosmetics in new garb. Illustrations of these new packages are shown in the accompanying photographs and while these photographs are unable to portray the effectiveness due to the color combinations, they convey an idea of the artistry of

The two perfume bottles depicted below are the styles that will be used for both "Fiancee" and "Karess." The bottle at the left is irregular in form and topped with a cut frosted stopper. The label is characteristic of the two lines, having a checked base, and the trade mark and company name below the perfume.

The other bottle more regular in contour has a decorative black glass stopper. Like the other it has the label distinctive of the two lines. The outer container is developed in a dark blue and gold stripe which is also decorated with the same label.

In addition to the perfumes, Bourjois is also offering a complete new series of "Karess" vanities, new in beauty, in convenience and in distinctiveness. These new vanities are of silver tone finish with tops of heavy enamel in two contrasting shades of blue. Exceptionally thin they nevertheless accommodate the standard "Karess" refills. Cases holding either compact or loose powder are available in the same cover design.

The "Fiancee" vanity, octagonal in shape, is a silver tone metal case with heavy black and red enamel top, the center band of red with black on either side. Both these compacts were designed by Bourjois' French artists and reflect the "spirit of modern Paris."

To complete the lines are the new powder boxes. "Fiancee" powder is now packed in a fascinating new box just designed by the celebrated artist, Paul Helleu. of Paris. It is round and its color, a brilliant red, with the name "Fiancee" in a square of gold on the top and on a gold band around the side. A novel feature of this new box is a string inserted beneath the top of the powder drum and which neatly removes the top holding in the powder.

Bourjois' plans for these new items include featuring them in its broadcasting programs which may be heard every Monday evening from 9:30 to 10 over Station WABC and associated stations of the Columbia Broadcasting System. In addition to radio advertising attractive window displays will be shown in the various drug and department stores throughout the country. So successful, however, has Bourjois found the radio as a medium of presenting its "Evening in Paris" that great confidence is placed in this means of acquainting the public with the new lines. This year the hook-up includes thirty-four stations of the Columbia network and reaches from coast to coast. During the current month these programs will particularly feature the "Karess" vanities, and Bourjois considers this the most powerful kind of sales support that can be given.

The broadcast programs consist of Monsieur Pierre Brugnon as master of ceremonies, the Bourjois quartet, Taylor Buckley, popular baritone soloist, and a concert orchestra under the direction of Max Smolen. Another feature of the hour is the "Style Cable from

Paris." This includes the latest vogue in dresses, colors, jewelry, These style sheets gloves, etc. with illustrations may be obtained directly by writing Bourjois, Inc., New York City.



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Plan Essential Oil Survey

Comprehensive Study of Production and Distribution in All Parts of the World to Be Made by U. S. Department of Commerce

WASHINGTON, Feb. 4.—A comprehensive international study of the essential oil industry, with France as the first focal point of attention, has been undertaken by the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

Although not the first of such studies, the one just undertaken is expected to be the most complete of its kind, and from it the bureau hopes to gather much information of value to domestic producers of essential oils and the large corps of users of these oils.

The study, according to available information, will cover world production, distribution, consumption and foreign trade. Thus in some countries it will take the principal form of studies of development of essential oils, while in others, such as the United States, more attention will be paid to the

needs of the consumer.

This industry as is well known, is peculiar in that, while it is basically steady in demand and consumption, production varies greatly throughout the world according to local conditions, often changing radically from one season to another in the same locality.

To Cover Fifty Countries

The studies probably will cover about fifty countries, it is understood, these being conducted by agencies

of the bureau in various world capitals in conjunction with consuls in commercial centers.

While official announcement of this investigation is yet to be made, the studies are known to have advanced sufficiently far to make it possible that the first reports may be ready within a few weeks. The results of investigations will be made public from time to time over a lengthy period. According to one informant, "It is believed that the results of this work will be of inestimable value."

In connection with this survey it was noted that a complete analysis of the essential oil industry in the United States, with particular attention to the growth of production of these oils, was published quite recently in Commerce Reports, an official organ of the bureau. This survey was prepared by F. A. Delgado, of the chemical division, of which C. C. Concannon is chief.

In that resume it was noted that production of essential oils in the United States reached a total value of almost \$7,000,000 in 1929, "or an increase of about 48 per cent over the preceding census."

In the same article, a high compliment was paid to

American production of these commodities, when it was stated:

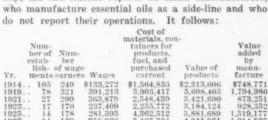
"The very high esteem in which many of the best known of these American products are held is attributable to the fact that only high grade volatile (essential) oils and other basic materials are used in their manufacture."

The essential oils produced in quantity in the United States are divided under the headings of those obtained from wild plants, those from cultivated plants and those obtained as by-products. The last named group is of particular interest to perfumers, as it includes peach and apricot kernel oils, cedarwood oil and hop oil. Of those three, all are produced principally on the Pacific Cosst, Mr. Delgado states, except cedarwood

oil which comes from Virginia, North Carolina and Tennessee. Other important American oils were listed as sassafras, wintergreen, sweet birch and witch hazel, produced from wild plants; peppermint, Japanese peppermint, spearmint, American wormseed, and wormwood, obtained from cultivated plants, and lemon and orange oils, which are included in the by-product group.

A table compiled by the bureau showing the growth of the essential oil industry

from 1914 to 1929 revealed that while the number of catalogued manufacturers decreased from 105 to 18 and while the number of employees remained almost the same, wages more than doubled and the value of the products tripled in that time. The table, of necessity, did not include reports on small manufacturers, who manufacture essential oils as a side-line and who do not report their operations. It follows:



A condensed history of the essential oil industry, published in the same article, showed the phenomenal growth of the industry even more clearly than the table, and included details of various oils which it did not show.



"Essential-oil distillation is one of the oldest of American chemical industries," it stated. "Separate statistics were published as early as 1859, when forty-five establishments reported an output of \$124,000. By 1899 the 100 establishments engaged wholly or chiefly in producing or refining essential oils had an output valued at \$850,000, inclusive of \$54,000 worth of artificial oils but exclusive of \$113,000 worth of vanillin.

"Peppermint oil headed the group with over 200,000 pounds distilled; wormwood, spearmint and wintergreen reached fair proportions; oil of erigeron, sassafras, sweet birch, red-cedar wood, and hemlock were among the other oils produced. By 1914 the industry had achieved an output valued at nearly \$2,000,000, of which \$600,000 represented witch-hazel extract, leaving approximately \$1,400,000 for essential oils, exclusive of synthetic.

"By 1925, although the number of recorded producing units had declined, the industry had increased in both volume and the number of oils distilled. Production of volatile oils in 1929 by eighteen establishments was valued at approximately \$6,900,000, a large increase even over the 1927 amount."

Values Hold Up

The gloomy picture shown by slackened values of imports and exports of essential oils, which would indicate a large decrease in trade, is partially lightened through the fact that the changes in total values do not represent such radical changes in quantities.

"The decrease is only partially accounted for by smaller sales and purchases," the report states, "for, in a number of instances, the poundage imported and exported was greater or nearly as great, but the value per pound less. This was especially noticeable for American oil of peppermint and orange and for some of the foreign oils, particularly lemon, orange, bergamot, lavender, spike lavender, cassia, cinnamon, geranium and sandalwood. There were exceptions to the rule, however, as, for example, oil of rose, and the import and export value of those miscellaneous oils classified as 'all other oils' was greater per pound."

As for the principal exports of American essential oils, for which figures are available through the first eleven months of 1930, it was shown that 222,000 pounds of peppermint oil valued at \$676,000 were exported in that period, compared with 209,000 pounds valued at \$755,000 in the first eleven months of 1929.

In the same comparative periods orange oil exports dropped from 41,000 pounds valued at \$154,000 to 27,000 pounds valued at \$58,000, pine oil was sharply off and "all other oils" decreased in the export list from 1,965,000 pounds valued at \$1,143,000 to 902,000 pounds valued at \$970,000.

The status of imports during the first eleven months of 1930, compared with the same period in 1929 and the entire year of 1928, is shown in the following table:

The wide range of the studies to be conducted in connection with essential oils imported by manufacturers in the United States is illustrated by the following main countries of origin named together with their principal exports in this line:

Oil of cassia and cinnamon—Hong Kong, British India, Java, Madura and British East Africa.

Geranium-France, Algeria and Tunisia.

Attar of roses-Bulgaria and France.

Bergamot-Italy and France.

Citronella and lemongrass—Java, Madura, Ceylon and British India.

Lavender—France, Spain and the United Kingdom. Lemon and orange—Italy, Jamaica and Spain.

United States Imports of Essential Oils [In thousands—000 gmitted]

	Oil	1928		1929 1		19301	
		Quan-		Quan-		Quan-	
		tity	Value	tity	Value	tity	Value
	Cassia and cinnamon, pounds	319	\$383	319	\$437	6348	
	Geranium, pounds	173	528	81	350	173	543
	Attar of roses, ounces	35	354		366	18	212
	Bergamot, pounds	100	506	107	461	170	428
	Citronella and lemon grass, pounds	1,408	569	1,272	586	1,001	504
	Lavender and spike laven- der, pounds	296	708	336	791	344	679
	Lemon	477	1,037	328	1,062	606	575
	Orange	196	709	204	814	148	
	Sandalwood	12	4.1	24	112	17	74
	All other essential and dis-						
	tilled oils	ii. 860	1.866	3. 6.3.3	2,056	2,895	1 607

111 months.

"Sandalwood oil from India," the report continues, "and camphor oil from Japan are examples of the essential oil group of foreign raw materials which are under foreign government monopoly control. The majority of the oils designated under the classification, 'other essential and distilled oils', originate in France, Japan, British West Indies, Germany, Spain, the United Kingdom, French Guiana, Hong Kong and China."

Coty Enjoins Substitutors

COTY, INC., New York, has secured an injunction against the Beverly Perfume Shoppe, Astoria, L. I., which orders the latter, its employees and servants to cease maligning the products of Coty, Inc., and falsely representing the contents thereof.

The case arose out of reports reaching Coty, Inc. to the effect that employees of the defendant were persuading customers to buy other face powder when Coty's was requested, and telling customers that the Coty product contained injurious ingredients and should not be used. Complaint was filed in the U. S. District Court for the Eastern District of New York and an injunction was issued by Judge Campbell on January 22.

Belmont Laboratories Win Injunction

Belmont Laboratories, Philadelphia, Pa., have secured confirmation of an injunction against Stuart H. Heist and Whitney Payne Laboratory, Inc., prohibing the latter from selling any preparations for the treatment or cure of eczema or other skin diseases which is compounded from a formula substantially similar to the formula of "Mazon" a product of the plaintiff. In its application for an injunction, Belmont Laboratories asserted that Mr. Heist had been an officer of the company and had been discharged, whereupon he organized a company and started the manufacture of "Pheno Cosan" from a formula which he had secured when in Belmont's employ. The court found that "Pheno Cosan" was a "substantial reproduction of "Mazon," and granted the injunction.

The Newer Container Materials

Plastics, to Complement the Older and More Familiar Glass, Metal and Paper Make Progress

MPHASIS upon the idea of beauty as a necessary adjunct to containers has grown enormously during the last few years. Most of us with good memories can readily hark back to the days when even the most costly perfumes and toilet articles—there were not so many of them in those days—came in the ordinary drug store type of bottle, box or jar with only a label contributing the decorative effect. The idea of a container in those days was something to hold the perfume, cream or powder; yet from these more or less crude objects have evolved the present equally useful but always more beautiful containers for our industries.

Primitive man frequently produced containers which, judged by present day standards, were truly beautiful in form and design, but it is doubtful that he appreciated their beauty in the difficulties which he must have encountered in making them useful. Decorative effects came much later and usually contributed little to the utility of the original models. The ancient Greeks and Romans developed this art of decoration to a high degree. This has been the typical history of similar objects. Utility and beauty have been considered separately and often at widely separated intervals. That the finished results have been so good is indeed remarkable.

With containers for toilet preparations, the process of evolution has been somewhat different. There is no denying that in America, we owe the original stimulus toward containers of greater beauty to the influence of our foreign competitors. They showed, long ago, that perfumes and toilet goods need not necessarily be packed in ordinary, if not actually ugly, bottles, jars and boxes; and their success materially stimulated the search for beautiful containers by the industry in this country.

We may have not yet wholly overcome the advantage which these rivals once possessed in package design or decoration. But recent developments in the container field and the development of new materials and new methods of handling the familiar ones has accelerated our pace and should soon place the American industry more than level with its foreign competitors in this regard.

One of the newest developments in the package art and one which is having its effect upon packaging ideas is the rapid development of the use of synthetic plastics in the manufacture of both closures and packages entire. The development of these new materials has been extremely rapid but it must not be thought that they will replace or even seriously curtail the use of the more familiar materials. Glass, metal, paper and other familiar substances are all capable of attaining the beauty and utility which must combine to make a satisfactory and modern container for toilet preparations. The very fact that new types of these materials and

distinctive treatment in the hands of competent package designers have been responsible recently for some of the most beautiful of the newer packages proves that synthetic plastics but complement the older raw materials.

The development of plastics, however, has been so rapid and the results which have been secured through their use so effective during the last few years that they must be taken into consideration along with glass, metal and paper by the manufacturer who desires to package a new or reclothe a familiar product. They form a new group of materials which should be a useful adjunct to glass, metal and paper in the production of fitting containers for toilet goods. Used in combination with other materials some extremely effective results have been obtained and the possibilities of such combinations are almost unlimited.

At the outset, it may be said that the plastics industry is by no means new. It has been known for many years that natural resins might be combined with various fillers for the manufacture of materials capable of being shaped in unusual ways and adaptable to a wide variety of purposes. These earliest plastics, satisfactory as they were for many uses, never attained the popularity which they doubtless deserved, probably on account of the lack of molding or pressing machinery, a development which came with the introduction of the newer plastic materials.

More than sixty years ago, it was discovered that cellulose could be nitrated to form a highly plastic material, pyroxylin, and this material is familiar to everyone. A later development along the same lines was cellulose acetate, possessing the additional advantage of virtual non-inflammability. This plastic is now being adapted to various purposes by our industries and with considerable success.

Casein plastics are also of by no means recent development. Formed by treating casein from the dairy and packing industries with formaldehyde, they have been extremely useful for many purposes. They can be colored readily but their use is somewhat restricted because it is difficult to shape them in complicated molds. One of the writer's earliest recollections of this type of material comes from playing billiards many years ago with "skimmed milk" instead of ivory balls, a reasonably satisfactory substitute.

The very rapid development of the plastic container, however, dates from a more recent time. It is only a few years ago that it was discovered that a mixture of phenol and formaldehyde under certain temperature and pressure conditions would form a plastic material of great versatility. From this as a beginning, there were developed several other similar materials, some possessing one advantage and some another, but all useful for a wide range of purposes,

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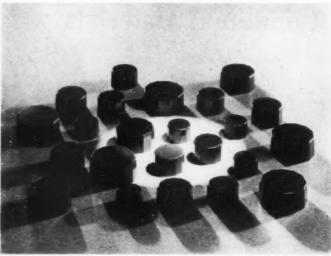


Photo: Courtesy of General Plastics, Inc.

A GROUP OF PLASTIC CAPS ALREADY IN USE IN THE TOILET GOODS

One of the first uses of these newer plastics was in the electrical field where there was need for a product of high insulating qualities and extreme plasticity. Later, surveys in other fields brought to the attention of the plastics industry, the tremendous possibilities of their material in the container industry. Many beautiful and useful containers covering a wide variety of fields already existed. Combinations of glass, metal, paper and other materials had been long utilized to produce very satisfactory results but the range of these materials, while by no means exhausted, afforded a field in which the supplemental use of plastics could well be developed in combination with other materials as well as standing by itself. Here was a

trade which needed workable materials in a wide variety of colors and finishes and particularly adaptable to the socalled "modern" idea in art.

While the development of new ideas in glass, metal and paper had already brought beauty and "modernism" into the field of toilet preparations, the new materials found ready acceptance in this field as well. The lack of emphasis on package beauty in an industry whose whole idea was to contribute to beauty had been partially overcome before the invasion of the plastic closure or container; but the very rapid development of the idea of beauty led to some splendid effects in the field of toilet preparations.

The first important use of plastics in this industry was in the form of caps for bottles, tubes and jars. These caps combined beauty with utility. They added a touch of color and attractiveness to ordinary packages which had been difficult of attainment before. They caught on rapidly with the manufacturers of toilet

preparations and many new lines carried them as well as some old ones on which they were adopted in place of cork, metal or glass.

Meanwhile more attractive adaptations and developments of the metal and other caps had come to the front and the result has been a decided improvement in the design and appearance of the cap with equally satisfactory effect upon its acceptance by the ultimate consumers.

Following the adoption of the plastic cap, one enterprising manufacturer of toilet goods brought out a new face powder. In his search for a satisfactorily "different" container, he devised the idea of a box, made entirely from a plastic material. This novel package, when placed on the market, scored an instant success, and while the manufacturer naturally attributes a large part of this success to the quality of his powder and the appeal of his excellent advertising, no small part of it, according to those in closest touch with the retail trade, was due to the beauty and

utility of the plastic box which presented the powder so attractively.

This vogue for the plastic jar and box has made further progress since its adoption by this one farsighted manufacturer. Nor has the development stopped there. It has been followed by further adaptations of the material to containers and other packaging requisites. Makers of manicuring specialties have found it useful as a base for preparations and instruments. A perfume manufacturer encloses his elaborate crystal flacon in a satin lined plastic box. A very handsome compact case is another recent development and new ideas along the same line are constantly being and new ideas are constantly being projected.

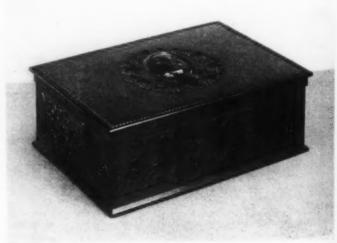


Photo: Courtesy Bakelite Corp.

AN EMBOSSED CANDY BOX WHICH MIGHT BE ADAPTED TO TOLLET GOODS AS WELL

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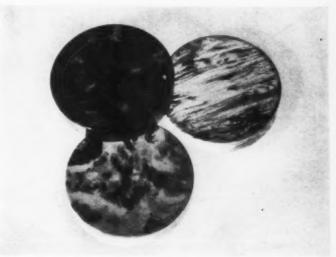
Illustrated are some of the latest plastic developments in the way of closures and containers. These are capable of almost infinite expansion both in form and in color and they have illustrated the addition of a most useful material to the list of those adapted to the container field.

Numerous advantages are claimed by the manufacturers of plastics and by the molders and manufacturers of plastic articles for their products. The several types naturally possess varying advantages. Some of them are more plastic and more readily molded than others. Some can be obtained in many and others in but a few color combinations. Some are highly heat- and chemical-resistant. Each separate type has its own advantages in addition to those common to all.

With so interesting a new material in the field, the manufacturer of toilet preparations finds his packaging problem both simplified and complicated at the same time. He has an additional and

very useful material to add to the list from which he may choose. But he is also faced with the necessity of choice which may fall between glass, metal, paper and any one of the various plastic materials or combinations of two or more of these products.

How then must he attack the problem of choosing the correct raw material or combination for his new package? We can only suggest that he study the advantages and the disadvantages of plastics, metal, glass, etc., for his particular purpose, being especially careful to secure information regarding the latest developments in each of the fields. This is by no means an easy task for there have been many most attractive effects produced in all of these materials by his com-



Photo, Courtesy Lumarith Div., Celluloid Corp.

parations finds his packaging problem A Group of Effective Mottled Jar Caps for Use on Creams both simplified and complicated at the

petitors during the last few years. He should study the successful packages on the market with particular reference to their strong points and their weak ones. Last, but by no means least, he should consult the package manufacturers who are always ready to offer useful advice based on their own expert knowledge and long experience.

When he has finished, he may safely choose a package from any of the raw materials mentioned with the confidence that inany of them, a competent designer and package manufacturer can produce a container suitable for his product and in line with the best in modern packaging art.

What further development of the plastics idea may

we expect to find in the toilet preparations field during the coming months and years? Being neither prophets nor the sons of prophets, we shall make no predictions. Judging from the development of the last few years, the use of these materials in toilet goods packaging has by no means reached its culmination. Designers are finding many ways to combine them with other materials or to use them alone which even the most imaginative members of the toilet preparations industry would hardly have dreamed of but a short time ago.

The far sighted members of our industry are alive to the possibilities of plastics but at the same time, they are not unmindful of the many limitations which the nature of plastics places upon their use. They will doubtless find that these new materials will go hand in hand with the more familiar ones to the general advantage and advancement of the entire toilet goods industry. Certainly the progress of the last year augurs well for the future.

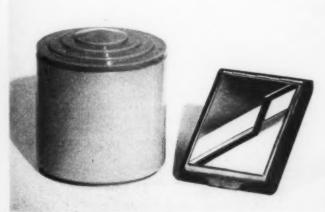


Photo. Courtesy Synthetic Plastics, Inc.

A POWDER BOX AND A COMPACT, BOTH MANUFACTURED OF COLORED,
MOLDED PLASTICS

Recent Product Developments

In the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Bee Brand Turns to New Package

The Bee Brand spice family has a new wardrobe one that is in keeping with the newest styles; one that is distinctive and very beautiful. McCormick & Company, Baltimore, after careful consideration of the new

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package problem have decided upon one that is decidedly new, and yet it retains the identifying figures and trade mark that forty years of advertising has made familiar to the housewives.

This new package retains the familiar "Bee" trade mark, is of the same shape and color, but possesses a new design. A

wide band of blue featuring the Bee Brand name runs diagonally across the center of the can, separating the trade mark from the name of the spice. One of the particularly practical and outstanding features of the new design is the clearness with which the spice name stands out. This is important not only to the grocers, but also to the housewife who is the ultimate buyer of the product.

Pepsodent Antiseptic Mouth Wash

The Pepsodent Co., Chicago, has just completed the

development and perfection of a new, effective, non - toxic antiseptic for the mouth, skin and wounds, known as Pepsodent Antiseptic Mouth Wash. This product not only cleanses and purifies the mouth, but is also a powerful weapon in fighting germ infection and diseases, the company claims. In spite of its powerful antiseptic properties, it is non - poisonous, and soothing.



As a result of tests carried out by the company and bacteriologists, it is claimed that immediately after use 95 per cent of the germs in the mouth are destroyed and at the end of two hours 70 per cent are still destroyed. It also is a counteracter for bad breath.

The package of the new product, shown in the accompanying photograph, is substantial and modern-

istic in design. A transparent glass bottle with a black plastic top forms an effective and distinctive ensemble. The label, of diamond shape, contains the name of the product, "Pepsodent Antiseptic." The outer container is a cardboard box with the same label as that on the bottle and the name also on the top and sides together with the comment, "For general antiseptic



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The Van Raalte Cold Water Soap

The Van Raalte Cold Water Soap has been designed to meet the special conditions necessary to the safe washing of hosiery, lingerie and gloves. According to the Van Raalte Company, New York City, neither silk nor rayon benefits from washing in water hot enough to insure complete cleansing. Therefore this soap, which is the result of months of experiment, is very soft but concentrated, was developed. Only a small quantity is necessary, they advise us, to complete solution of soil, a teaspoonful in a basin of water being sufficient. Its chemical constituents are such that it will lather freely and cleanse effectively in cold or warm, hard or soft water. It sets the dye in both silk and rayon, they claim, preventing the dropping that constitutes such a difficult problem, particularly in washing stockings and gloves.

The beveled glass container, pictured above, accented by a black plastic screw cap, is squarely shaped and sized to handle easily. Even before the label is added the bottle has an air of smart severity that stamps it as a style product. The modern character of the bottle is carried out in the label, the color scheme of brown, black and white giving carrying power to the green of the soap.

This cold water soap will not be sold in drug departments, but is intended as an accessory to knitted silk merchandise, and will be sold in conjunction with them, in hosiery, glove and underwear departments of department stores, in specialty shops and shoe stores. The

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sales appeal of this product will be based upon its helpfulness and convenience in preserving any knitted silk or rayon fabric and protecting its fibers and insuring an even, lasting color. This is embodied in the slogan on the display carton, "Because you love nice things—to last." The new product has been received in excellent fashion by the public according to reports and is expected to enjoy a widespread distribution.



Two New Numbers of Corday

Two new perfumes, "Quand?" and "Ardente Nuit," have recently been presented to the American market by Parfums Corday, Paris, through its representatives in the United States, Lionel Trading Company, Inc., New York City.

"Quand?", translated into English, When?, was introduced first and Lionel Trading Company has advised us has met with remarkable success. The bottle is of gorgeous black crystal and comes in five sizes, from the half ounce to the eight ounce. The color scheme of the package is green and gold. The name, "Quand?", it is claimed, seems to be very intriguing and the black bottle in the latest mode seems to be very appealing to the feminine eye.

"Ardente Nuit," which was introduced later, is probably the most gorgeous bottle that Bacarat has ever turned out, and, like "Quand?", Lionel advise us the

odor is very lasting and likewise seems to have met with great success. The package is a Coffret form. The outer container is a beautiful shade of red leather tooled in gold. The bottle lies on a pad of velvet of the same shade, and the inside of the cover is lined with a piece of beautiful pan velvet of the same shade.

The label on the bottle is sterling silver and bears the French Government mark guaranteeing that it is sterling. The whole ensemble is of great beauty, and the bottle itself, because of the many angles upon which the light hits, is a mass of brilliant crystal.

The two photographs above give a very inadequate idea of the beauty and artistry of these two packages, but from these the general appearance may be seen. From the packages the richness and the simpleness can be noted showing the exquisite taste that has been used in developing these new perfumes and their packages.

Ogilvie Sisters' New Preparations

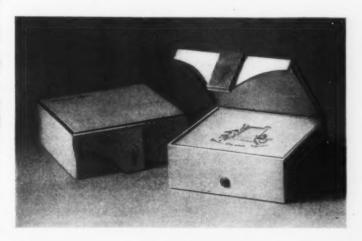
Of recent addition to the line of products of the Ogilvie Sisters, New York City, are a Permanent Wave Shampoo and a Permanent Wave Oil. The former is composed of a heavier oil for the soap base than is usually used, which Miss Clara Ogilvie states makes the hair more elastic and not so dry and brittle after the permanent.

The Wave Oil, she also says, keeps the ends from splitting and breaking. Both are packaged similarly to the rest of the line.

New Powder Box of Primrose House

Primrose House, Inc., New York City, has just dressed its face powder in a very beautiful new package the color of the primrose. The box, a substantial carboard box, is covered with glazed yellow paper with silver trimmings. The good-sized square container has silver edges and the name "Primrose House" in silver letters in one corner. A unique feature of the package is the silver tone clasp which is in the form of a flap which snaps over one side. On this are the initials, PH, in the characteristic Primrose House form. The inside of the box is as striking, if not more so than the outside. The cover lining is of silver glazed paper forming an attractive background for the box proper. Printed on the rough white paper covering the powder drum is the characteristic design of the House, a door and door step with a couple approaching the steps and the slogan "Here Dwells Youth." This handsome and striking new container is illustrated in the photograph reproduced at the foot of this column.

Primrose House has recently moved to new and larger quarters at 400 Madison avenue, New York City, and have at their offices a very appropriately decorated reception room and lobby. The predominating color of the lobby is rose; the reception room is papered in large bunches of primroses of variegated colors. The furnishings harmonize with the rose of the lobby.



Additions to the Barbara Haynes Line

One of the more recent developments to the Barbara Haynes line of cosmetics is a hand lotion. This lotion, Miss Marie Barlow, president of Barbara



Havnes. Inc., New York City. claims, is neither sticky nor greasy and will keep the hands, arms and elbows white and beautiful. It should be used, she says, as often as the hands are washed, but to be applied sparingly and massaged well into the skin. The rose pink color of the lotion forms a pleasing cclor combination with the green label and green top.

The package is in harmony with the other products of the line.

and is similar to that of the former hand lotion—a transparent glass bottle with the characteristic striped green label with the name of the product and the company.

Another recent development is in the eye shadow. The popular light blue so much in demand by the younger generation has been added. The trade mark, "i-shado," with the name and address of the company, appears on the label of this compact little jar.

The Barbara Haynes line consists of a complete treat-

ment line, uniformly packaged and all bearing distinctive the label in striped green and white. Among the products are lipsticks. face powder, traveling kit, and other items which complement the treatment line. These new products are now on display at the principal offices of the company at 385 Fifth avenue, in New York City.



Redressing the Krank Line

The new garb of the Krank line of products is depicted in the photograph shown above. The at-

tractive transparent glass bottles are simple and practical in contour and smartly decorated with a new silver and black label, bearing the name of the product and "Krank" in the lower right corner. The molded black tops are of Durez and are in keeping with the simplicity of outline.

The products shown herewith are but a few of those of the A. J. Krank Manufacturing Company, St. Paul, manufacturers and distributors of toilet preparations and barber and beauty parlor supplies.

Marcelle Laboratories New Dress

The Marcelle Laboratories, a subsidiary of the C. W. Beggs, Sons & Co., New York, Chicago, and Paris has redressed its entire line in colorful and attractive new garb. The jars are uniform in contour throughout being somewhat irregular in shape, as may be seen from the photograph shown below. The color scheme of the new outer container of the packages is orchid, white and gold. The color scheme is carried out on the jars, the metal top being decorated with the orchid



roses, the foliage in gold and the background in white. Around the center of the jar is a gold band bearing the trade mark name of the line, "Marcelle."

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The powder box depicted above is developed in the same general color scheme, the usual cellophane covering over the inside of the box showing to view the color of the powder contained.

Included in each package is a circular descriptive of the particular product and on the outer box also are instructions for the use.

Recent Addition to the Quinlan Line

Two new eye shadows, products for which Miss Kathleen Mary Quinlan is famous, have just been added to the Quinlan complete treatment line. These two shadows, blue and silver and green and silver, are the result of many months of experimentation, and Miss Quinlan is indeed proud of and very much satisfied with the results. The blue blended with the silver gives a very soft lustrous, irridescence which harmonizes beautifully with a blue, a gray or a silver dress.

The case in harmony with others of the line is a silver tone metal case with a black enamel top having the words, "Eye Shadow" in the silver tone and is a most attractive addition to this popular line.

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Luxury — or Necessity?

How Advertising May Give the Consumer a Wrong Conception of a Toiletry by Leroy Fairman

THE exhibitors at the New York Automobile Show were mightily cheered—or said they were—by an optimistic and congratulatory message from

President Hoover. It is the President's idea that, all things considered, the motor car industry did a good job in 1930, and that the manufacturers ought to feel quite happy over a sale of upwards of 3,000,000 units.

Manufacturers in the cosmetics and perfumery industry may not, as a class. feel exactly like throwing up their hats over last year's record; but from all indications the President, if occasion had arisen, could appropriately have sent them an even more cheerful message than the one he sent to the Automobile Show.

That there should be some falling off in business was to be expected; but the aggressive and wide awake manufacturer who kept his products, his sales effort and his advertising up to the mark, has little to complain of. The volume of advertising in 1930 certainly indicates no state of fright or dismay. During 1929 the drug trade expended in the national magazines \$35,054,864 as against \$35,267,824 in 1930—a gain for the latter year of \$212,960. No breakdown of these figures is at hand, but it is certain that the perfumery and cosmetics manufacturers maintained their share of this increase, and for the most part, carried through their advertising plans intact, regardless of the business depression.

The automobile folks—and a number of other lines, for that matter—have one thing on their minds that doesn't worry the toilet goods manufacturer. A good many motor car makers are wondering just what the future normal ratio of sales to population is likely to be—whether a point of saturation is not near at hand—whether 3,000,000 or even less isn't nearer a logical annual sales quota than is 5,000,000 or more. Population increases only at the rate of about one per cent a year in the United States, and as there are now about enough cars in the country to carry all the people, the manufacturer naturally wonders just how and to whom so many millions of cars per year are to be disposed of.

But the toilet goods manufacturer has no such worry. It will be a long, long time before the American people consume anything like the volume of toiletries they might consume, and should consume.

Take the simplest of all toiletries—and the one which seems to be in almost universal use—talcum powder. Only a fraction of the possible volume on this product is now sold. There are millions of women who use only a little talcum now and then; millions more who use but a little every day. Why they use it infre-

quently, or sparingly, or both, they probably couldn't explain. The real reason probably is that, subconsciously, they regard talcum as a luxury. Not be-

cause of the cost, for surely it is inexpensive enough, but because they have never been sold on the frequent and lavish use of talcum as a necessity to their comfort, to the health, beauty and well-being of the skin, and as an essential detail in sanitary, immaculate cleanliness.

Why have they never been sold on these facts? For the good and sufficient reason that the great majority of manufacturers, through the use, in their advertising, of double-jointed adjectives and extravagant hyperbole, make talcum

sound like a luxury. Think it over. How many talcum advertising campaigns have you seen that treated the product from the standpoint of a plain and simple necessity, and urged its frequent and lavish use by women—especially by women who work hard at housekeeping or some other job which causes fatigue and perspiration?

One reason, I think, why so little talcum advertising of this kind is ever seen is that the manufacturer feels that such copy would advertise talcum as a product altogether too much—and his own brand not enough. Consequently he fills his space will ill founded claims for the superior fineness, smoothness and fragrance of his own brand, and has none left for the main job of selling the consumer the idea that talcum is a necessity, and that its frequent and lavish use is essential to comfort, cleanliness, good grooming and personal attractiveness.

So talcum is associated, in the minds of many, with the luxurious accessories of the toilet, instead of with the toothbrush, the washcloth and the cake of soap.

It may be said that women of any intelligence whatever know very well that talcum is no luxury, and that they ought to use it every day, and a lot of it. To which the answer is that the great market for this particular product is not among our most intelligent classes: on the contrary, working women rather far down in the social scale are the mark for the manufacturer to shoot at. Such women need to be told just what to do, and why to do it. The use of talcum as a necessity is a new idea to them—just as, only a short time ago, was the use of the toothbrush.

Manufacturers in the toiletries line are a little touchy, I believe, on this question of luxury. They insist that their products are not luxuries but necessities, and bring a strong array of plausible argument in support of their contention. As a matter of fact, any product is a luxury which is not essential to life, health and comfort, and few, if any, toilet products



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having and is a fall strictly within that category. Without hairsplitting, though, and taking modern conceptions and standards into consideration, many toilet articles will pass as necessities without question.

If, then, talcum and other toilet requisites are classed as luxuries by large bodies of potential consumers, whose fault is it? Very largely, I fear, that of the manufacturers themselves.

It is natural to desire to step out with the best foot forward. To every manufacturer his product is, in some respect, the best in the world. It goes against the grain to take a back seat, to be more modest and restrained in advertising claims and arguments than one's competitors are. Consequently, the manufacturer imitates, or takes as an example, the advertising of those competitors who make the broadest claims, use the most extravagant adjectives, or come closest to an absolute apotheosis of their products.

Such advertising cannot correctly be classed as deceptive or misleading. Nobody is really deceived by it. Nobody takes any stock in the miracles of beautification or rejuvenation that it hints at, or by implication seems to promise. That is not the real objection to such copy.

The trouble is that such advertising cheats the advertiser-not the public. It hides or obscures the real utility and value of a product behind a smoke screen of meaningless hyperbole. It fails fully to describe, or adequately to emphasize, the real practical benefits which the use of the product confers. It strives mightily, against the best interests of the advertiser, to throw an atmosphere of luxury around a product which, if it is to achieve a real success, should be regarded as a necessity by the potential consumer. Dentifrices are advertised as necessities; their advertising looks and sounds like necessity advertising: the reasons given for their use are practical as well as aesthetic.

The same is true of the advertising of shaving creams. Advertising of the right sort has placed manicure preparations and outfits on a necessity basis; most of them were, but a short time ago, considered as luxuries, or fads for people of more time and money than practical sense.

The most popular preparations for the hair are the shampoos which prevent dandruff and preserve the health and long life of the hair. Men now consume vast quantities of lotions after shaving, sold to them by sensible advertising.

The point is that all these popular and successful preparations have been sold by subordinating the beauty appeal to considerations of health, comfort, good taste, sanitary cleanliness, etc. Beauty is not forgotten, but relegated to its proper place. Which is precisely right and proper, as these products are not. strictly speaking, beauty preparations at all.

But the manufacturer of powders, rouges and creams is, in many senses of the word, a dealer in beauty. Beauty is his stock in trade; the pursuit of beauty his reason for existence. It is logical that he should advertise what he has for sale.

True enough, but he is not a purveyor of beauty in the abstract. He offers concrete means for the achievement of specific results. He deals in no magic, but in material merchandise. And beauty, as a rule, is a means and not an end. A woman desires to pre-

> serve certain natural attributes which add to her attractiveness, or to correct ailments or faults which detract from her beauty, in order to achieve certain purposes. She does not seek abstract sublimation, but specific results-for which the toiletries manufacturer stands ready to supply the concrete means.

> Here we arrive, perhaps by a rather circuitous route, at the true solution of the problem. The scientifically and practically right advertising for a toilet requisite should not deal in vague generalities or extravagant abstractions. It should not, directly, hold out the promise of beauty in the abstract. It should state, directly and plainly just what its purpose is, how it is to be used or applied, and what the specific results of such use or application may be expected to be.

This conclusion, we find, is justified by the fact that some of the most interesting and most successful toiletries advertising follows the lines indicated. An advertisement devoted to the correction of large pores of the nose deals in no atmospheric abstractions; it tells the reader what to do in order to be rid of such an annoying condition. An advertisement devoted to the prevention or elimination of a double chin is



She never played so badly ber CHAPPED HANDS red against the Ivory keys

END NIGHT CREAM DISCOMPORT with new gresseless softening

TRAGIC embarramment of chapped hands - mental discomfort. And chapping can relieved, with Hinds Honey & Almond Cream, You'll be amazed at how swiftly the rough, red, "domestic" surface of your skin softness under welcome rubbing with Hinds Cream. You'll go all winter long without chapping if you make it a rule never to go ut without using Hinds Cream first. Keep it on your dressing table. Your druggist has it.



THE SURRENDER OF YOUTH

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DOROTHY GRAY

HINDS ##### CREAM

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similarly specific. All, or nearly all, the "treatment" advertising is the result of a successful effort to get away from the abstractions and uncertain generalities which for a long period characterized nearly all types of toilet goods advertising.

Such advertising, it will be observed, is not at all in the luxury class. It makes the advertised product seem like a positive necessity because it establishes it as a means to the end which so many women are earnestly seeking.

There is no occasion to quarrel with the manufacturer who desires to surround his product with an atmosphere of refinement, of distinction, of superiority. He has an opportunity to do all this through his package. There is no objection to a package which suggests all the mystery and magic of ancient Egypt or all the luxury of Rome. It will help sell his product because it is a thing of beauty, aristocratic in its implications, a pleasure to the eye, an ornament alike to the dressing table of the wealthy and the disguised packing case which serves that purpose for Susie from the pickle works. It is all right with all classes of women to put up your product in cans and jars which suggest luxury, but advertising which makes the contents of your containers sound like luxuries for the idle rich will not be all right with Susie!

In the physical appearance of his advertising the manufacturer has another opportunity to secure beautiful and distinctive effects and still make his advertising practical and concrete. The camera, in the hands of an expert, is now made to produce remarkably beautiful effects, even in the reproduction of commonplace objects and materials. Some of our friends who advertise "treatments" are achieving wonderful illustrative effects through photography, presenting the human face or portions of it in poses and lighting angles which are charming as well as novel. Here again luxurious implications may be linked to extremely practical copy, so that the eye may be lured by artistry while the mind is satisfied by sensible and convincing information.

It is better, I firmly believe, to advertise a toiletry simply through its picture, its name and its price, than to create the impression that is a faddish and frivolous luxury through the use of copy which the average woman cannot comprehend, or which is too extravagant for belief. In saying this, I am fully aware that many a fine product, many a successful product, is today being advertised by copy so strained, so nebulous, as to be practically meaningless. But I should hate to try to popularize a new product through such advertising. After a product has become thoroughly established and popularized it doesn't make so much difference what you sayprovided you buy enough space in which to say it, and dress your copy in beautiful garments. This is a pity; it deceives so many people and causes such a waste of good money!

The Thorough Plodder

Going to the bottom of little things will get you on top of big things.—The Silent Partner.

Against the "Decline Clause"

THE Essential Oil Dealers Association has adopted the following statement as outlining the policy of its members toward the "decline clause" in essential oil contracts.

"The members of the Essential Oil Dealers Association desire to place before consumers the following facts relative to the sale of their products insofar as contracts and future delivery orders are concerned.

"The year 1930 has witnessed a continually declining market which is unprecedented in the history of the industry. Contracts and future delivery orders placed with us early in the year were at prices which then seemed low compared to the average of past years but they were high compared with present quotations.

"In some instances we have been asked to cancel contracts and future delivery orders either wholly or in part and in a few cases (fortunately only a few) buyers have deemed it proper to threaten withdrawal of future patronage unless we accede to their requests.

"Here is our position: Essential oils and the raw materials for the production thereof come from the four quarters of the globe. Due to their frequent price fluctuations we have to cover promptly when contracts and future delivery orders are booked. In practically every instance we pay cash and get no protection against decline in price whether our purchases are made in foreign markets or in our own country. Transactions are usually on a basis of letter of credit, cash against documents or cash after receipt and examination of the goods and once consummated an order can never be cancelled either wholly or in part, except for deficient quality or delinquent ship-Thus it is obvious that to ask us to cancel a contract where the market has declined to a level below that at which the contract was written is equivalent to asking us to assume a loss on the transaction.

"Permit us to assure our friends that due to the length of time necessary to replace merchandise now in hand and due to the rapidity with which market prices have consistently declined, losses on a great part of the stocks we are compelled to carry at all times for the convenience of our customers, exclusive of contracts, are sufficiently heavy without our attempting to assume any added financial burdens.

"When our customers affix their signature to contract forms, it is distinctly understood that they have entered into an engagement without duress on our part. In other words, they have decided that the moment is opportune for covering their requirements.

"In very recent years when the prices of many items in our line were abnormally high, we delivered to the last pound merchandise originally booked at figures below the current selling price and to the great advantage of the buyer. By the same token and in the same spirit we have a right to expect the contracts entered into within the past year and during the present difficult time, will be lived up to irrespective of what present selling prices may be or of what price movements there may be in either direction during the life of the contract. We cannot consider any concession in prices or cancellation wholly or in part of any contract entered with us."



Canners Convention in Chicago

THE Twenty-Fourth Annual Convention of the National Canners Association also Canning Machinery and Supplies Association and the National Food Brokers Association, was held at the Stevens Hotel in Chicago during the week of January 19th.

It was estimated that over 5,000 delegates attended the convention, coming from the pineapple growing center of Hawaii, to the salmon districts of bleak Alaska and representing every state in the Union. Numerous meetings, conferences and talks, by those closely allied with the industry, utilized every minute of both the morning and afternoon sessions, and the delegates spent a busy week, trying to keep pace with the program.

The machinery hall, downstairs and also the grand ballroom on the mezzanine floor, were taxed to capacity with the numerous exhibits, while hundreds of private displays were on exhibit in private rooms throughout the hotel.

The American Can Co. booth contained a colossal pyramid cleverly constructed along strictly modernistic lines. The brilliant lighting effect, provided a wonderful background for the countless samples of cans, which were on display. Felix Eberhart, manager of the lithographic and art department, who designed and arranged the display, left Chicago with a sore right hand due to constant handshaking in acknowledging the scores of compliments he received upon the gorgeousness of the booth. A full corps of representatives from the many branches were very busy receiving the many friends and customers, who steadily streamed into their reception booth. Several good looking young ladies cheerfully handled the telegrams and other stenographic assistance required by their visitors. The American Can Co. were the hosts, at an elaborate entertainment, Thursday night, January 22nd, at the Medinah Temple.

The Continental Can Co., following its usual custom, dispensed with the displaying of cans, and had every nook and corner of their cozily arranged booth, which they very appropriately termed the "Continental's Reception Lounge," very comfortably outfitted with the very latest designed tapestry furniture. Every facility was provided for the comfort and convenience of their many friends who continually filled their booth, including stenographic and telephone service, in addition to the inviting lounging chairs, where they could relax at ease and talk business or listen to the cheerful warbling of two trained canaries who strained their tiny voices in an effort to contribute to the amusement of the crowds.

The Owens-Illinois Glass Co.'s reception booth was one of the most popular gathering places throughout the convention. Their many representatives had a

busy time trying to greet the host of friends, that filled their booth. A moving picture machine was continually in operation showing pictures of their various plants with the automatic glass making machinery in full operation together with other views pertaining to the sorting, packing, storing and shipping of their wares, their research laboratories, etc. Another interesting feature of their booth which always had a good crowd surrounding it was a dispensing cooler, in charge of a beautiful young lady who handed each visitor a cool refreshing glass of sparkling beverage (Volstead).

Phoenix-Hermetic Co. was represented by T. L. Taliaferro, J. H. Dommergue, H. L. Lonsdale, W. H. Lownsbery, W. B. Llewellyn, H. J. Higdon, W. A. Burnett and L. T. Crabbe. The company showed an absolutely new idea in sealing Phoenix type band caps a method which, it states, will be revolutionary in this type of sealing, inasmuch as it entirely eliminates the rotary action of either the sealing head or the jar itself, also a fully automatic machine, Type 25, and a semi-automatic unit, Type 3-S.

The booth had an ornamental background extending the entire length of the booth, and to a height of approximately 8 feet. The word "Phoenix" appeared in letters approximately 8 inches square in relief, some 7 feet high extending about 20 feet across the back, the rest of the space being utilized by the bright metal Phoenix Trade Mark of approximately 3½ x 6', illuminated by alternating colored lights.

Anchor Cap & Closure Corp., Long Island City, together with the Capstan Glass Company, a subsidiary, occupied booths 76 to 80 inclusive. They exhibited several thousand packages of customer's products, sealed with Anchor closures. A number of cosmetics and proprietaries are shown on the section of shelving in the extreme right of the photograph. They also showed three machines illustrated, the machine at the right being a new one recently developed and known as the Anchor Amerseal cap tightener. As its name indicates, this machine is designed for the application of Anchor Amerseal caps to jars and bottles. The machine in the center of their exhibit is known as the Anchor No. 5 Vacuum machine designed for the application of Anchor C and D caps to glass packed foods, while the new machine at the extreme left of the exhibit is known as the Anchor band capping machine. This is designed for the application of Anchor band caps to jars and bottles.

Other exhibitors included the following: Aluminum Co. of America, Karl Kiefer Machine Co., Glascote Co., Hazel-Atlas Glass Co., Mid-West Box Co., U. S. Bottlers Machinery Co. and The Pfaudler Co. Some of these are shown on the opposite page.

Research on Toilet Water

J. E. Lane and M. J. Strauss (A.M.A. Jour., 95, 10.) present studies and clinical experience as to the instance of dermatitis followed by pigmentation after the use of toilet waters of certain types and exposure to sunlight. The dermatitis occurred only in rare instances, indicating an idiosyncrasy to some ingredient in the toilet water. Experiments tended to show that the ingredient might be oil of bergamot but conclusive evidence was wanting.

Displays at Canners Convention

1. OWENS-ILLINOIS GLASS CO. 2. AMERICAN CAN CO. 3. ANCHOR CAP & CLOSURE CORP. 4. U. S. BOTTLERS MACHINERY CO. 5. PHOENIX HERMETIC CO. 6. ALUMINUM SEAL CO. 7. THE PFAUDLER CO. 8. ECONOMIC MACHINERY CO.

Deupree Heads Soap Association

A T the annual meeting of the Association of American Soap and Glycerine Producers and affiliated organizations held in New York the third week in January, R. R. Deupree, president of Procter & Gamble Co., was chosen president. He succeeds the late Sidney M. Colgate who had served the association as president since its inception.

With him, the following were chosen as officers for the coming year: vice-president, Charles S. Pearce, president Colgate-Palmolive-Peet Co.; secretary-treasurer, J. S. Goldbaum, Fels & Co.; assistant treasurer, N. S. Dahl, The John T. Stanley Co.; and assistant secretary, Roscoe C. Edlund. Mr. Edlund will continue as general manager of the association and director of the activities of Cleanliness Institute and other subsidiary organizations, with offices in New York.

The chief business of the meeting in addition to the election of officers was the approval of plans for the activities of the coming year and the renewal of the appropriation of \$1,000,000 to carry on the advertising







CHARLES S. PEARCE

and other work of the organization in 1931. The bulk of this sum will be used for advertising and for the work of Cleanliness Institute which will continue its study of household management, and practical problems of institutional and industrial welfare involving the use of soap and other cleanliness methods.

The Institute has also announced that Dr. William W. Peter, director of its health service will go to China this month to help organize a national health education program for the Chinese Nationalist government. The association has granted Dr. Peter a leave of eight months for this work. He has had much experience in China where he was one of the founders of the China Council on Health Education with which he served from 1911 to 1926. He was also a lecturer at the Pennsylvania-St. John's University Medical School in Shanghai and the Peking Union Medical School.

Duty on Excessive Weight of Perfume

Syndicate Trade Co., New York City, protested (327746-G) the duty assessed on certain perfume and stationery, claiming that the assessment was made upon excessive weight.

Justice J. Cline, in T. D. No. 14524, on the record presented held the perfume and stationery in question dutiable on the appraiser's amended return of weight.

Plans for Chemical Show

THE Exposition of Chemical Industries which will be held at the Grand Central Palace May 4th to 9th regularly draws together some four hundred leading manufacturers who will show products and equipment used in more than forty odd industries. It is visited by many thousands of representatives from more industries than can be tabulated. Engineers, chemists, students, manufacturers and plant executives from nearly every state in the Union and from practically all foreign countries of importance industrially come to study and compare the materials and supplies suitable for their use or competing with their own products. No similar opportunity is given anywhere else for study. ing the latest designs in a vast array of materials and equipment. A partial list of the industries which will benefit from the exhibits at the forthcoming Exposition include:

Abrasives; acids, alkalies, salts; adhesives, glues, gelatine, aerocraft, antiseptics, disinfectants, insecticides, fungicides, germicides, automobile, baking industry, beverages, blacking, polishing and cleansing products, bleachers and dyers, building materials. by-products recovery, candy, confectionery, ice cream, canning, pickling, packing, preserving, cement, lime and plaster, cement, portland cement, lime, gypsum, cellulose, fiber silk, lacquers, artificial leathers, etc., ceramics, glass, pottery, stoneware, chemical manufacturers, coal tar by-products, combustion, dairy products, dyestuffs and coloring materials, dyeing, laundering, bleaching, cleaning, electrochemical industry, electrometallurgical industry, electroplating, enameling, glazing, japanning, explosives, pyrotechnics, matches, extracts, fats, waxes, candles, soaps, fermentation products: alcohol, vinegar, etc., fertilizers, fireproofing and fire protection, foods, furniture manufacturers, gas and other utilities, gases: compressed and liquefied, glass and ceramics, heat treating, hygiene, inks: writing, printing, marking, instrument makers, laboratory, leather industry, linoleum and oilcloth, lubricants, metallurgy, mining, nitrogen fixation, oils: essential, mineral, vegetable, animal, compounds, optical manufacturers, paints, pigments, varnishes, paper, petroleum distillation and products, pharmaceuticals, photography, plastics, power, radioactivity, refractories, research, rubber, safety engineering, starch, dextrine, glucose, sugar, textiles, toilet preparations, cosmetics, pastes, powders, perfumes, transportation, waste recovery, water treatment, wood distillation and products.

Credit Men Meet in New York

The New York chapter of the National Institute of Credit, held its regular monthly meeting on Tuesday, February 10, at the rooms of the Building Trades Employers Association, 2 Park Avenue, New York City. The chapter was addressed by Myron A. Finke, of the well known accounting firm of Kline, Hinds & Finke, New York City, who is an acknowledged authority on the analysis and interpretation of financial reports. Mr. Finke spoke on "High Spots in Analyzing Financial Reports," including balance sheets and profit and loss statements.

Preparing Toilet Creams

Methods and Apparatus Used in Manufacture of These Products Described by Francis Chilson

T is always difficult to write a paper of this kind does away with the necessity for weighing out the

and yet, it must contain suggestions which can be utilized by large manufacturers as well.

For the purpose of illustrating manufacturing operations we will assume a hypothetical formula of petrolatum, mineral oil, paraffin and water.

The first step in the procedure is the melting of the ingredients and the heating of the oil and water. This operation is carried out in melting kettles. Such kettles may be constructed of any metal provided they are tin or glass

lined, or lined with some other highly resistant alloy or coating, to protect the ingredients from reacting chemically with the metal out of which the kettle is constructed. Small gas fired jacketed kettles are available for this operation, but large manufacturers use steam jacketed kettles. If two floors are available these kettles should be set into the floor to save lifting. Sometimes this operation is carried out in the mixing kettles, in which case, a removable monel

wire screen basket of fine mesh should be set into the kettle, and the waxes and petrolatum melted in the basket to keep dirt out of the melted product. After the melted waxes have seeped through, the oils and water should be added while the agitator is in motion. This is not a desirable procedure since cold oil, unless added very slowly, will reduce the temperature of the melted waxes so quickly as to cause grittiness from solidified particles.

Very large manufacturers using colloid mills, may make use of a weighing tank. This tank is suspended between the melting tanks and colloid mill, and into it melted ingredients may be run and weighed at the same time. This is a very useful device for the large maker because it

because it must be written in a manner sufficiently ingredients beforehand. Some ingredients like lanolin elementary to be useful to small manufacturers, are very difficult to remove from barrels. When such

a tank is used, the incoming materials may be dumped by barrel lots into melting tanks, which in this case, function also as storage tanks. A melting-storage tank or kettle is then necessary for every different ingredient.

The most common form of melting requires the materials to be weighed off beforehand in the proper proportions. For this procedure certain little labor saving suggestions appear pertinent. To save time and steam, add the ingredients to the melting tanks in order of their melt-

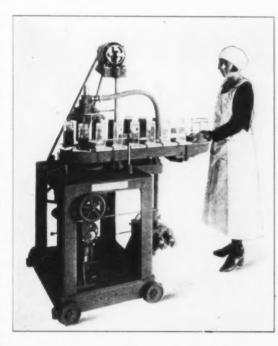
ing points. Nothing is gained by throwing everything into the tank together, as the whole batch has to be heated up to the melting point of the highest. Large blocks of wax should be chopped up beforehand with an ice chopper in a stout wooden box. Lanolin being tough and viscous, may be easily dug out of the barrels by heating the shovel in the hot wax. A telephone post hole scoop with its handle cut off and turned down is a handy tool for this purpose. If

barrel lots are used in the formula, the heads can be removed and the entire barrel dumped at once by using a barrel tilter. If slightly less than barrel lots are used, weigh off by deduction on a platform scale and dump the remainder of the barrel. In running down the melted product remember that cold oil should never be added quickly to hot waxes. It is better to warm the oil slightly beforehand. This is true also of the water. which will be discussed

As the melted materials run into the mixing kettle, they should pass through a good quality unbleached muslin straining cloth supported by a suitable framework of wire mesh, or else a fine mesh monel screen.

For the purpose of mixing or emulsifying





ONE TYPE OF CREAM FILLING MACHINE

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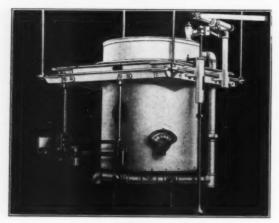
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n Spots balance creams various machines are used: steam-jacketed, water-cooled kettles with built-in propeller type agitators, steam jacketed kettles with portable agitators, colloid mills, homogenizers, emulsifiers, mixing tanks, revolving mixers, and several forms of horizontal mixers or beaters. As in the case of melting kettles, the mixing apparatus used should be constructed with a glass coating where possible, or if not possible, suitable allolys. If the creams are filled hot, glass lined or block tin piping should be connected directly with the mixer or emulsifier. If filled cold, tilting kettles or tanks are convenient.

With the exception of vanishing and cold creams the percentage of water used is very small, hence it is not necessary to use distilled water, unless the water in a given locality is of an exceptionally inferior grade or extremely hard. The water should be warm when it is added to the batch.

When the batch has been emulsified it should be allowed to cool down to 115 degrees F. before adding the perfume oils. Perfume oils contain highly volatile elements which will decompose if added to hot mate-



TYPE OF WEIGHING TANK

rials. This is true also of other chemicals such as peroxide. If the cream is to be colored, the coloring should be added to a few pounds of the batch and thoroughly mixed until no flecks or streaks are left. This then should be slowly added to the batch while it is mixing. If the formula contains gritty ingredients, the gritty ingredients should be mixed with a small quantity of the batch and run over steel rolls until smooth. A pebble mill may be used to advantage for this purpose.

If the creams are filled warm they should be filled at about 105° F. depending of course upon the cream. And excruciating care should be taken to control the temperature of the batch from the moment the essential oils are added to the filling of the last jar.

Although we have recently discussed cream fillers we shall here briefly summarize the various types available, leaving more detailed treatment for later discussion under the head of packaging.

Cold fillers are available in a number of standard designs: plunger, rotary head plunger, worm, pressure, auger, gear, and rotary head gear. Hand fillers are available in the plunger types.

Hot fillers are available in these forms: rotary head pump, gear, plunger, worm and pressure. Hand fillers of the pump and other types are on the market.

The selection of a filling machine depends upon a number of factors the most important of which are, the physical and chemical nature of the cream, the various sizes of containers into which it is to be filled, the volume of production for each size, the amount of money it is possible to invest, etc.

Finally a word as to piping connecting the various machines. Since most materials will corrode easily and contaminate your product, piping should be made of block tin, duriron, glass, monel metal, ceramics or ordinary cheap materials, provided they are lined either with block tin or glass. A little carelessness in selecting fittings may mean considerable trouble after your product has been marketed, and little crevices in fittings and piping are difficult to find and very often are not suspected at all as the cause of trouble.

Guerlain Perfumery Corp. Enjoins Use of "Arthur Guerlin"

In an action brought in the United States District Court for the Southern District of New York, the Guerlain Perfumery Corp., New York, a Delaware corporation, has secured an injunction against C. H. Selick, Inc., also of New York, which prohibits the latter from using the name "Arthur Guerlin" or any word similar to Guerlain in selling and advertising its products excepting in conjunction with the words, "not connected with the original Guerlain" and also from using the word "Paris" on its goods unless they are actually manufactured in Paris, France. The text of the injunction is as follows:

"The President of the United States of America to C. H. Selick, Inc., its officers, agents, employees, and all persons acting through and under it, Greeting:

"Whereas it has been represented to us in the United States District Court for the Southern District of New York in an action in which Guerlain Perfumery Corporation of Delaware is plaintiff, and in which you, C. H. Selick, Inc., are defendant, that you, C. H. Selick, Inc., have infringed upon certain trade mark rights of plaintiff and have unfairly competed with plaintiff,

"Now then, you, C. H. Selick, Inc., your officers, agents, employees and all persons acting through and under you, are herewith enjoined (and each of you) until further order of the Court from using 'Arthur Guerlin' or any word which is similar to 'Guerlain' save in the following form:—

"'Arthur Guerlin not connected with the original Guerlain."

all the words of said form to be in letters of the same size, color, type, and general distinctiveness, and all said words to be equally prominent and visible on labels, bottles, wrappers, packages, advertisements, invoices, and wherever used; and also from using the word 'Paris' on labels, bottles, wrappers, packages, advertisements, invoices, and wherever used, unless the goods are made in Paris, in the Republic of France."

New York Cosmetic Bill

THE Doyle Bill which has been a feature of New York State legislative sessions for several years has again been introduced into the assembly this year and as usual is sponsorsed by Assemblyman Edward P. Doyle of Brooklyn. The bill is practically identical with those of last year and the year before, seeking to bar certain ingredients from cosmetics and requiring that cosmetics not containing these ingredients be labeled "This Cosmetic is Non-Injurious," and also with the name and address of the manufacturer and the date when the cosmetic was manufactured.

The following is the text of the bill which has been referred to the Committee on Public Health:

New York Assembly Int. No. 656

To Health Com.

By Mr. Doyle

AN ACT to amend the public health law, in relation to contents of cosmetics and labeling of the same.

Section 1. Chapter forty-nine of the laws of nineteen hundred nine, entitled "An act in relation to the public health, constituting chapter forty-five of the consolidated laws," is hereby amended by inserting therein a new article, to follow article sixteen, to be article sixteen-a, to read as follows:

> Article 16-A Cosmetics

Section 335. Cosmetics to be labeled; contents. No cosmetic preparation to be used as a hair dye, hair tonic, dye remover, face bleach, face cream, face powder, rouge, lip stick, mouth wash, toilet water, shaving cream, or depilatory for external application for the purpose of beautifying, embellishing, cleansing, perfuming, or conditioning the hair, scalp, eyes, nails, or the skin on the face, ears, neck, bust, arms, or hands of the human body, shall be sold, offered or exposed for sale, or given away unless the package or container has affixed to it a label in a form to be prescribed by the commissioner of public health, stating: "This cosmetic is non-injurious." Such label shall state name and address of manufacturer or compounder, and the date when the article was manufactured or compounded. And the manufacturer or compounder shall file an affidavit with the state health department stating that "The formula from which this cosmetic preparation is made contains no arsenic, lead salts, lead mixture, paraphenylene-diamine, paratoluylene-diamine, paraphenyl-diamine, toxic or irritating aniline derivatives, bichloride of mercury in excess of two per centum, any other compound of mercury, except calomel or phenol, in excess of ten per centum by weight in a fatty or other solid or semi-solid base. or in excess of three per centum by weight in any solution." Any manufacturer or compounder who shall sell or offer or expose for sale or give away any such cosmetic preparation which is found to contain any of the prohibited ingredients, or any other poisonous ingredient in a quantity sufficient to be injurious to health, or any person who shall sell, offer or expose for sale or give away any such cosmetic not so labeled, shall be guilty of a misdeameanor, punish-

able on conviction by a fine of not exceeding five hundred dollars or imprisonment in a county jail or penitentiary for not exceeding six months or by both such fine and imprisonment. The district attorney of each county shall be in charge of the enforcement of the provisions of this article.

Section 2. This act shall take effect July first, nineteen hundred thirty-one, but no penalty or condemnation shall be enforced for any violation of the act within six months after its passage.

Our Annual Symposium

Since publication of the annual symposium in the January issue of this journal, we have received a few additional replies to the questionnaire. They form the following interesting addition to the material published in the January issue:

Health-O Quality Products Co.

Curtis W. Van De Mark, president.-Competitive conditions indicate that during the year 1931 competition on toilet requisites will become more in line with competitive conditions in other fields. Toilet preparations have enjoyed a certain amount of immunity because of their comparative newness in popular or mass consumption. Up to 1920 the toilet preparation field was comparatively untouched. With the advent of women into the business world and the necessity of their looking their best in offices, stores and other places of employment, the general use of toilet requisites bounded up with tremendous impetus. Almost any type of a product suitable for beauty culture could be sold with a little advertising.

Experience and advertising have quickly educated the lay mind to a standard of quality which is daily making it increasingly difficult for a new product to break into use. Standards of value are being established and, while the margin of growth on many toilet preparations is still ridiculous in comparison to quality, this condition is rapidly being corrected and the manufacturer who wishes to build good will in this field from now on must be prepared to deliver

A product, to be made right, must meet the requirements of popular demand, must be uniform in quality and priced within reason.

Emile Pierre Ferte

Emile P. Ferte, president:-1. There will be more goods sold in 1931 and toward the end of the year of a higher priced class.

2. The trend was toward economy.

- 3. Ten cent sizes have apparently been a success with a number of nationally advertised goods insofar as increased sales are concerned but I consider it the greatest "cheapener" of the trade. The idea "died a bornin" in the general retail drug trade during the past year. Manufacturers as well as retailers seem to be immune from understanding on this point; neither can make money on ten-cent items.
- 4. Until manufacturers of nationally advertised products do something on price protection "our own" brands will continue to be launched and sold in increasing quantities.

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and all isible on isements, ising the oackages, i, unless oublic of 5. Resale price is the paramount issue and the manufacturer must take the initiative. Association work only can bring about a better understanding among manufacturers.

6. We shall not go after foreign business.

7. Perfumes have gone best. Additional products will be added only as the conditions warrant. The "full line" idea is overdone. The "new package" idea likewise is being overdone. Conservatism will prevail.

8. Progress on the idea of "American" toilet goods has been made in 1930.

9. This censorship is ninety per cent farce; infinite differentiations and hair-splitting technicalities that mean nothing. Actual misbranding and false claims should be eliminated. Too much "verboten" is a bad thing.

10. Little if any increase in advertising but it will be better chosen.

Alcohol Institute Elects Neuman

A T the recent annual meeting of the Industrial Alcohol Institute, Inc., S. S. Neuman, president of Publicker Commercial Alcohol Co., Philadelphia,

or Publicker Commercial was elected president. Mr. Neuman was born in Baltimore in 1899 and after graduation from Temple College, he became connected with Publicker in 1923. He is the youngest major executive in the alcohol industry.

As head of his company in 1926 he was one of the founders of The Industrial Alcohol Institute, then known as the Industrial Alcohol Manufacturers Association and



S. S. NEUMAN

has been active in the administration of the affairs of that body since its inception. He has served on various of the important committees, and one year occupied the post of treasurer, which was an important assignment because of the large assessments made upon members to provide funds for the conduct of the aggressive campaign of advertising and publicity which the institute was then sponsoring.

His selection as President at this time is a most happy one, because it brings to the head of the Institute a man thoroughly versed in the industry, an energetic and intelligent executive, and a man who stands high in the regard of his associates and competitors alike in the Industry.

Toilet Preparations in Algeria

An already considerable demand in Algeria for toilet preparations has increased greatly in recent years and now comes from all classes, including the more affluent of the natives. The more elaborate articles are imported, chiefly from France, whose products enter the country duty free. Of the population of six million, only two million are potential customers.

Plan for Drug Trade Dinner

THE annual Drug Trade Get-Together Dinner will be held March 12th in the Grand Ballroom of the Hotel Commodore in New York City. Plans are rapidly being completed for this event which has come to be the largest drug trade function of the season. More than 250 reservations have already been made and it is anticipated that over 600 will attend the event.

An effort is being made this year to interest out of town guests and it is expected that Philadelphia, Chicago and other centers of the drug trade will be represented by sizable delegations.

The committee is working on speakers and entertainment for the affair and has already secured the acceptance of Dr. Julius Klein and expects to have other notable figures to address the guests.

As usual, the affair is under the direction of the Drug, Chemical and Allied Trades section of the New York Board of Trade, Inc., and Chairman P. C. Magnus of the section, assisted by his committees is making every effort to insure a record attendance and an excellent program. Reservations may be made with Ray C. Schlotterer, secretary of the section, who should be addressed at 41 Park Row, New York City.

To Increase Tube Freights?

A proposal has been made by the railroads for an increase in the freight rates on collapsible tubes in all territories. The increase is not a uniform one but will range, if put into effect, from 40 per cent to 65 per cent of the existing rates. The carriers have applied to the Consolidated Classification Committee for changes in classification which will effect these advances and hearings on them have been held in Atlanta, and New York and Chicago.

Concerted opposition to the change has been voiced by the drug, toilet articles and tube manufacturing industries. At a meeting, held in New York January 12 and attended by about 50 representatives of these industries, it was decided to employ counsel and make a united appearance in opposition to the proposals of the carriers. M. T. Bauman, attorney, of Jersey City, N. J., was selected to appear on behalf of the affected industries and he made a plea and filed a statement at the New York hearings on January 13.

Cosmetic Tax Bills

Two important measures affecting the sale of cosmetics have appeared in state legislatures. The first is a bill introduced in Arkansas known as House Bill 294. It provides for tax of one cent on each package of cosmetics retailing at 25c or less and an additional 1c for each additional 25c of retail selling price. The stamps showing that the tax has been paid are to be affixed by the jobber who is most directly interested in the measure.

Senate Bill 218 in North Dakota would place a tax of 5 per cent of the retail value on a number of products including cosmetics, powders, creams, perfumes, shaving soaps, toilet waters, bath powders and salts, and hair tonics.



Philip D. Armour, grandson and namesake of P. D. Armour, founder of Armour & Co., has resigned as vice-president and director of that company and with his retirement, the company no longer has a member of the Armour family as an executive. Mr. Armour's resignation took place at a meeting called for the election of a successor to the late F. Edson Scott as president of the company. At the close of the meeting, announcement was made of the choice of T. George Lee, formerly vice-president, as president; and Philip L. Reed, formerly treasurer, as first vice-president in charge of finance. Mr. Armour would make no comment on his resignation.

Mr. Lee, who is 52 years old is one of the veterans of the Armour organization, having joined the company as a stenographer in 1895. In 1913 he became a district sales manager in Philadelphia and in 1921 took over the New York territory. He was brought to headquarters in Chicago as vice-president in 1926.

The School of Pharmacy of Purdue University, Lafayette, Ind., is beginning to develop a course in perfumes and cosmetics. This course is under the direction of Prof. Henry M. Burlage, assistant professor of pharmaceutical chemistry. It represents a further development along lines of increased technical knowledge in the toilet preparations industry, a movement in which the industry is glad to co-operate.

Victor Perls, for five years vice-president and sales manager of the Latherite and Andron Corp., and former special representative of Jane D. Curran, Inc., both of New York City, has been appointed special representative of the Kurlash Co., New York. In his new position, Mr. Perls will work with the wholesalers in New England, New York, Pennsylvania, New Jersey and Maryland.

Stanley P. Jadwin, president of O. H. Jadwin Sons, Inc., vice-president of American Home Products Co., and a director and officer of Drug, Inc., The Bayer Co., Inc., and the Sterling Remedy Co., has been elected a director of the New York Title and Mortgage Co. Mr. Jadwin is also a director of the Dime Savings Bank of Brooklyn and of the Brooklyn Union Gas Co.

Joseph H. Calisher, formerly owner of Oakley & Co., for many years manufacturers of perfumes and toilet preparations, is now with Mondaine Products Corp., New York. Mr. Calisher, who is one of the best known men in the industry, is vice-president of the company and will contact the trade in Eastern territory.

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George S. Jay, formerly vice-president in charge of advertising and sales for the Pro-Phy-Lac-Tic Brush Co., Florence, Mass., is now associated with E. R. Squibb & Sons, New York. He will be assistant to R. D. Keim, general sales manager of the Squibb organization.

A. Rosenfeld, who has been connected with Les Parfums de Molyneux, Inc. since its organization in



A. ROSENFELD

this country almost two years ago, has recently been made a vice-president of the company. Mr. Rosenfeld started with the company as sales manager. Later upon the resignation of A. Gordon Defries, he was appointed general manager in charge of American business.

Les Parfums de Molyneux was incorporated the early part of 1929 and located its offices at 41 West 57th street, New York City. The Paris of-

fice is located at 5 Rue Royale with factory at Neuilly, near Paris.

Barney Marks, one of the best known and best posted of toilet goods buyers in the country, has received a well merited promotion from Gimbel Brothers, New York. Mr. Marks since February 1 has been general merchandise manager of Gimbel's downstairs stores. He began his career in 1899 in Siegel-Cooper's Chicago stores, but since 1909 has been with Gimbel Brothers and since 1924 has headed the toilet goods department in the New York store. He will be succeeded by Leo Burdick, who has been his assistant in the toilet goods department for several years.

Miss Mabel Ogilvie, one of the famous seven of the Ogilvie Sisters, New York, returned to Paris the middle of February after a trip to Java. Miss Mabel accompanied her sister, Mrs. John Tweddle (Miss Georgia) and her husband. Miss Georgia, who went directly to Java after her marriage last April, is now in Sumatra and will return to Paris late in the Spring, but she will be missed at the Paris salon. Miss Mabel Ogilvie is in charge of this branch.

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ce a tax of proderfumes, and salts, Miss Elsie Pierce, manufacturer of the Elsie Pierce line of toilet preparations, New York City, may be heard every morning over the radio, station WGBS, at 10:45. Her interesting talks deal with all phases of beauty and contain a fund of information on how to retain the natural beauty as well as to develop it.

In connection with her lecture work, Miss Pierce is

having her daily beauty articles syndicated. Among the numerous subjects covered by the articles are, fundamental rules of health and their influence on beauty, the figure, care of the skin and hair, choice of perfumes, temperament and its effect on beauty, beauty for all ages and types, beauty and fashion, make-up for the various types, choosing the best colors, beauty for every feature, and



ELSIE PIERCE

a large number of other interesting subjects. A novel feature of Miss Pierce's salon located at 677 Fifth avenue, New York, is her class in beauty which teaches women the various home treatments necessary to beauty. In addition it gives an analysis of the skin together with the proper preparations suited to individual requirements and the proper method of application.

Other salons of Miss Pierce are located in Knoxville, Baltimore, Philadelphia and Washington.

The new Paris salon of Barbara Gould, New York, manufacturer of cosmetics, was opened with a radio program which was broadcast in America over the chain of the Columbia broadcasting system. The broadcast was opened by André de Fouquieres, well known Parisian figure, who introduced Cecile Sorel the actress. Miss Sorel welcomed Miss Gould who then outlined her purpose of opening similar salons in other European capitals, among them, London, Berlin, Prague and Vienna.

Carter D. Poland, president of the Poland Soap Co., Anniston, Ala., was guest of honor at a recent meeting of the Huntsville, Ala., Kiwanis Club, where he spoke on the lessons of the present phase of the current business cycle. It was Mr. Poland's expressed belief that Americans had overdone the machine age and that this was partly responsible for present unemployment difficulties which, he said, could only be bettered by co-operative action.

Lehn & Fink, Inc., has made a contract with Paramount Pictures to make six more talking picture films for use in advertising Lehn & Fink products. The company experimented last year with a film cartoon on "Lysol," which met with such success that other products including "Pebeco" tooth paste, "Hind's Honey & Almond Cream" and other Hind's products will be featured in the new pictures which will be released later in the year.

Newport Chemical Works, Passaic, N. J., has advised us that its principal offices will in the future be located at the Passaic plant. The New York office will be maintained as a branch and telephone calls may be made to that office but all correspondence should be addressed to the Passaic headquarters.

Burton T. Bush, who has been sales manager of the aromatic division of Newport Chemical Works for some time, is no longer connected with the company. Mr. Bush is well known to our readers through his many years' connection with the essential oil and aromatic chemical industry.

Ogilvie Sisters, New York City, famous for their hair preparations, have added to their sales force as of February 1st, Jack Sullivan and Joseph Maloney, who will work together in covering the Middle West and West Coast territory for the company.

Both Mr. Sullivan and Mr. Maloney are well known in the cosmetic and beauty fields where they have a host of friends. For several years they were associated with Chanel and Bourjois, Inc. Mr. Sullivan was also for some time connected with Houbigant.

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Harry L. Bliss, having sold his interest in the Bliss Laboratories, New York City, to Felix Levy, has established himself in business as Pandora, Inc., with headquarters in New York City. He will manufacture a line of cosmetics and kindred articles. Bliss Laboratories will continue along former lines under the direction of Mr. Levy, who has been connected with the organization for a number of years and since 1925, has been its controlling factor.

Fuller & Fuller, Inc., Los Angeles, Calif., has 'just moved to new quarters at 5110 South Vermont avenue in that city. More than double the former manufacturing space of the company has been provided and in addition adequate office quarters and a most attractive display room for the convenience of the whole-

sale trade and other visitors.

The company was established six years ago by Mrs. A. K. Fuller who began the business with an orange blossom perfume which made an immediate hit with the public in California and has since been supplemented by a complete line of perfumes, powders, creams, etc. In addition to its excellent business on the Pacific Coast, the company is rapidly building up



MRS. A. K. FULLER

national distribution, which Mrs. Fuller attributes largely to the recommendations of tourists.

The merchandise is marketed under the trade name "Ardath," meaning "the fragrance of the flowers" and with the motto, "Always it Pays to Excell Rather than to Undersell." Plans for further expansion of distribution are under way and are expected to lead to material expansion in sales during 1931.

Much interesting and valuable information regarding the extent of research on various industrial problems now being carried on in the United States is given in a recent publication of the National Research Council. The book shows the number of industrial research laboratories in the United States, the scope of their work and the number of individuals engaged in each so far as could be ascertained.

More than 1,600 laboratories are listed in the book. Of these a large number are engaged in problems directly or indirectly connected with our industries. The following shows the various branches of particular interest to our readers together with the number of organizations engaged in research in each field: Industrial alcohol, 31; beverages, non-alcoholic, 68; chewing gum, 2; citrus industry, 3; cleaning compounds and methods, 21; confectionery, 7; containers, 33; cosmetics, 7; cottonseed oil, 3; disinfectants, 71; essential oils, 10; fats and oils, 134; flavoring extracts, 12; hydrogenation, 4; naval stores, 5; perfumes, 37; soap, 81; and toilet articles, 8.

The number of men engaged in each department varies materially but they range from two or three to several hundred. The average number in the enterprises noted above was in the vicinity of 15.

Plans for a new and larger factory building to be occupied by R. C. Monte, manufacturer of perfumes, are being developed. The company now occupies space at 1128 Story Building, Los Angeles.

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Mr. Monte is well known as a floral blender, and imports many flowers used in perfumes. Among the perfumes he has developed are "Vale d'Amour," "Siberian Violet," "Oxynol" and "Lady of the Night" toilet preparations.

The new Oakland, California, store of I. Magnin & Co., has contracted through the Grand Rapids Store Equipment Corp. for the installation of Claude Neon daylight quality tubing to illuminate the showcases of their perfumery department. This is the first time that daylight tube lighting has been available for store interiors to this extent. As only about one-half the usual heat is radiated by this type of lighting, the evaporation of perfumes by heat will be lessened.

Cosmetique, Inc., has filed with the clerk of the superior court of Meriwether County, Ga., a petition for a charter to manufacture face-powders from clays. The authorized capital stock is \$100,000 with permission to increase it to \$500,000. The group petitioning holds option on several hundred acres of land near Columbus.

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The Zonite Products Corporation, New York, has appointed Jordan Advertising Abroad, Inc., of that city, to direct Zonite advertising in Latin American and Far Eastern countries. The domestic advertising of Zonite is directed by McCann-Erickson, Inc., New York.

Joubert Cie, Inc., New York, manufacturer of perfumes, has appointed Small, Kleppner & Seiffer, Inc., advertising agency of that city, to direct its advertising account.

Colgate-Palmolive-Peet Company, Chicago, and subsidiaries, including operations of Kirkman & Son, Inc., acquired during last year, report for the year ended December 31, 1930, a net profit, after depreciation, interest and Federal taxes of \$8,550,055, equal, after allowance of full year's dividends on preferred stock issued for Kirkman & Son on October 1, 1930, to \$3.76 a share on the common stock, compared with \$8,910,631, or \$4.03 a share in 1929.

Nusheen, Inc., New York, has started radio broadcasting and will feature Antoinette Donnelly, well known writer on beauty. The programs will go on the air through the Columbia Broadcasting System on Tuesdays at 10:45.

William A. Poucher, well known to our readers through his frequent excellent scientific contributions to our pages, has disposed of the consulting business



WILLIAM A. POUCHER

which he formerly operated in London to become associated in a technical capacity with Yardley & Co., Ltd., London. Mr. Poucher is one of the best known men in the technical side of toilet goods in England and is the author of "Perfumes, Cosmetics & Soaps," a book which has had wide distribution both in Europe and in America. His successor in London is Frank H. Sedgewick, also well known in England as a

consulting chemist. We wish Mr. Poucher every success in his new position and extend our congratulations to the firm of Yardley on their acquisition of his valuable services.

Innis, Speiden & Co., New York, have advised us that at the recent annual meeting, G. S. Hamilton was elected an additional member of the board of directors. H. G. MacKelcan, C. C. Wickstead and C. L. Speiden were chosen vice-presidents. President W. H. Sheffield in his annual report expressed pride in the fact that despite the depression the company had been able to maintain salaries and retain all employees. Plans for further expansion of the company's service are being made.

Fred A. Brown, district superintendent of the Port Ivory plant of Procter & Gamble Co., was the principal speaker at a recent meeting of the Staten Island, N. Y., Kiwanis Club. Mr. Brown spoke on the stabilization of employment, describing particularly the work of his own company along this line and stressing the profit sharing and stock purchasing plans devised by Col. William Cooper Procter.

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The Federal Pure Food Co., Chicago, manufacturers of flavors and other food products has advised us of the election of Milton Baldock as second vice-president and Guy J. Hennessey as secretary.

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le name ers" and her than listribumaterial George Lueders & Co., New York City, announced some interesting changes in the organization of the company at the annual meeting of stockholders on February 5. The office of chairman of the board was created and the number of directors was increased from five to seven. The directors elected are: George Lueders, Edward V. Killeen, F. Weber, Frederick G.

Buehler, Harry M. Paulsen, Frederick J. Lueders and Harry W. Heister.

At the meeting of the directors the following officers were elected: George Lueders, chairman of the board; Edward V. Killeen, president; F. Weber, vice-president and treasurer; Harry M. Paulsen, secretary; Frederick G. Buehler, assistant secretary.

Mr. Lueders is one of the best known men in the essential oil and allied



EDWARD V. KILLEEN

industries and his company established almost a half century ago in 1885, is now doing a world wide business, maintaining branches at Chicago, San Francisco and Montreal. In the future he will keep in touch with the affairs of the company as chairman of the board, leaving to Edward V. Killeen, who has been closely associated with him in the management of the business for over forty years, the active direction of the company as president.

Mr. Killeen likewise is very well known throughout the entire industry, having spent more than twenty-five of the forty years he has been with the company, in travelling all over the United States. In the course of his long association with the trade Mr. Killeen has made a very large number of friends, and he states with pride that he feels there is not one among them by whom he would not be welcomed at any time to discuss business. His election as president came just a week after he had celebrated on January 28, forty years of service with the company as well as the 34th anniversary of his marriage.

Despite his active business life Mr. Killeen takes an interest in civic and social affairs. Thus he is a member of the Riding and Driving Club of Brooklyn, The Montauk Club, The Deal Golf Club, Drug and Chemical Club and the Brooklyn Chamber of Commerce.

In 1929 Mr. Killeen was honored by Holy Cross College, Worcester, Mass., when it conferred the degree of LL.D. on him in recognition of his civic activities and also of his services in the business world. The same year he was honored by Pope Pius XI, who created him a Knight of St. Gregory for his distinguished services to the cause of education and charity.

The directors elected: Frederick Buehler, Harry M. Paulsen and Harry Heister have been with the company for many years, Mr. Heister having over a quarter of a century of service to his credit.

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The Mennen Company, Newark, N. J., has appointed the H. M. Kiesewetter Advertising Agency, Inc., New York, to direct the advertising of its baby products.

J. and E. Atkinson, London, manufacturers of toilet preparations, recently opened a laboratory and factory in Rio de Janeiro, which will operate under the name of "Sociedade Anonyma de Perfumarias J. and E. Atkinson do Brazil." This company will handle the compounding and packaging of the brands of cologne water, lotions, etc., which the Atkinson Co. has been selling in Brazil for a number of years. This factory makes the fourth in South America now owned and operated by J. and E. Atkinson. Previously acquired factories are located in Chile, Argentina, and Uruguay.

Ben F. Hazelton, Jr., has been elected a member of the board of directors of the Owens-Illinois Glass Co., Toledo. Mr. Hazelton has been vice-president in charge of the milk bottle division since the company acquired the Berney-Bond and Atlantic Milk Bottle companies. He started with Berney-Bond in 1909 and became general manager of that company in 1914.

We are pleased to report that Dr. Alexander Katz of Florasynth Laboratories, Inc., New York, who was recently injured in an automobile accident is convalescing and will soon be able to resume his duties.

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The American Can Co., New York, has advised us of several changes and shifts in its sales personnel. Most important is the appointment of Harvey G. Edwards as general sales manager and of Dudley W. Figgis as assistant general sales manager. Both will be located at the New York headquarters of the company.

Mr. Edwards has been with the American Can Co.



HARVEY G. EDWARDS

since 1901 when he joined the Cincinnati branch as a salesman. He enjoyed steady advancement and for the last 11 years has been district sales manager in Chicago. Mr. Figgis joined the company in 1902 and since 1923 has been district sales manager of the Atlantic district with headquarters in New York.

Other promotions made by the company are as follows: Carl H. Black from assistant district sales

manager to district sales manager of the Atlantic district; Herbert A. Pinney from assistant district sales manager to district sales manager of the central district at Chicago; M. J. Eberhardt from local St. Louis manager to assistant district sales manager of the central district; R. L. Sullivan from sales manager of the Gulf division at New Orleans to assistant district sales manager of the Atlantic district together with Edmund Hoffman who has held that position for some years; H. H. Howry to be assistant sales manager of the Gulf division; F. B. Arbeiter from assistant sales manager of the Gulf division to sales manager; Edward Lanz of the Detroit office to be local sales manager at St. Louis; and J. A. Baechle to be local sales manager at Chicago.

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F. W. Webb, formerly president of the Mashburn Drug Co. of Valdosta, Georgia, has joined the sales organization of McCormick & Co., Inc., Baltimore. Maryland, as a special sales representative. Mr. Webb is well known in drug and pharmaceutical circles, having had wide experience in this line. After graduating in pharmacy and passing the examinations of the Roards of Pharmacy in the states of Georgia and Florida, he started his career in the employ of the well known drug firm of H. J. Lamar & Sons, Macon, Georgia. In 1919 Mr. Webb and his associates purchased the wholesale drug business of Mashburn Drug Company of Valdosta, Georgia, and Mr. Webb was named president and general manager, remaining until the company was sold to the Valdosta Drug Company in October, 1929.

The Florida Citrus Oil Corp., Tampa, Fla., has advised us that it has moved from its former quarters at 205 South Franklin street to more convenient offices at 305 Morgan street.

Pfaltz & Bauer Chemical Co., Inc. of California, Los Angeles, has advised us of the appointment of two new representatives in the Northern Pacific Coast section. Carl F. Miller & Co. of Seattle will act as representatives for the state of Washington, and Ernest H. Morgan Co., Portland, will distribute products of the company in Oregon.

The company also advises that it has been appointed Pacific Coast representative for the Food Materials Corporation of Chicago; Norda Essential Oil & Chemical Co. of New York; and Cherry Oil Co. of Sturgeon Bay, Wis. Stocks of the products of these companies will be carried in Los Angeles.

William C. Young, of the New York office of Swindell Brothers, Baltimore, Md., has returned from an extended business trip which took him through New York State and to Chicago, St. Louis, Cincinnati, Detroit and other cities in the middle west. Mr. Young was much impressed with the improved business conditions he found.

One of the most enjoyable events in connection with Canners Convention the week of January 19th in Chicago was the annual banquet of the Anchor Cap & Closure Corporation given in the Grand Ball Room of the Palmer House, Wednesday evening January 21st. More than a thousand canners, food manufacturers, brokers, members of the Anchor organization as well as others connected with the food trades were on hand for the dinner and the fine program of entertainment which followed. In fact so many showed up for the banquet that several tables had to be placed in the balcony overlooking the ballroom and additional tables were placed on the main floor to take care of the overflow. All were seated and enjoyed the turkey and trimmings as well as the eye opener of the parade of the waiters with the Anchor trade mark spelled out in unique ice figures, a feature which brought spontaneous applause from the assembled guests.

After dinner the cigars were lighted and president I. R. Stewart told the assembled diners how glad the officers and sales force of the Anchor organization were to have so many friends and customers of the line present for the festivities. He said the 21st annual Anchor dinner and entertainment was not only a record breaker in number who attended, but also for good fellowship and the optimistic views of many of those he and the salesforce had the opportunity of meeting during the week of the conventions. He hoped they would have still more with them for the 22nd annual event next year. An excellent entertainment consisting of numerous prominent entertainers rounded out a most satisfactory evening.



ANNUAL DINNER OF ANCHOR CAP & CLOSURE CORP. AT CHICAGO

Frank J. Lynch, president of the Sun Tube Corp., Hillside, N. J., manufacturers of collapsible tubes, has resigned that office and active connection with the company. He has advised us that he will shortly announce his connection with another tube manufacturing company. His successor as president of Sun Tube Corp., has not as yet been chosen.

Mr. Lynch has long been one of the most prominent figures in the tube industry. With Donald M. Smith and Henry P. Bristol, he organized the Sun Tube Corp., in 1925, after twelve years' previous connection with the tube industry. He was chosen president at that time and has held the position ever since. Announcement of his plans for future activity will be awaited with interest, not only in the tube industry but by toilet



FRANK J. LYNCH

preparations manufacturers in whose activities Mr. Lynch has always taken a keen interest.

Lucretia Vanderbilt has just opened a new sales office and show room at 501 Fifth avenue, New York. George Stevens, formerly of Woodworth, Inc., is in charge. The Vanderbilt line consists of seven items and will be represented by the following sales staff: Thomas Kirby, formerly of Woodworth, Inc., eastern representative; Ralph Carney, formerly of Houbigant, middle west, Walter Hirshfield, formerly of Vadsco, covers the southwest; W. L. Colquitt, recently with the Owl Drug Company, to cover the south and Paul Lawler, previously with Princess Pat, to cover the metropolitan district.

P. R. Dreyer, president and active head of the New York essential oil house which bears his name, and Mrs. Dreyer have returned from a cruise in the Caribbean Sea on the Reliance. The cruise included stops at the principal places of interest in Haiti, Jamaica, Cuba and Nassau. After leaving the West Indies, Mr. and Mrs. Dreyer visited the Panama Canal. This trip was especially interesting because the return journey from Balboa to Colon across the Isthmus was made by airplane.

L. J. Zollinger, vice-president and sales manager of George Silver Import Co., New York, is now on an extensive trip which will include the mid-west and Pacific coast. Mr. Zollinger will be away over a month returning via the southern states.

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Claynett, Limited, Edmonton, Alta., makers of toiletries, has been reorganized and moved to larger quarters at 9692 Jasper avenue. N. A. Kilburn is the new president; R. C. Jackson, vice-president, and R. K. Peck, secretary-treasurer. The company owns 112 acres of valuable medicinal clays on the Macleod river which form the base of the company's productions.

On February 7th at 10:00 P. M. over the Columbia Broadcasting System, Captain E. H. Molyneux, president of Les Parfums de Molyneux, Paris and New York, was heard in the first commercial broadcast that has been made from Paris over the United States. Thirty-four stations are included in this hook-up which takes in the various cities from coast to coast.

Captain Molyneux emphasized the individuality of perfumes and the necessity of selecting the proper perfume for the individual irrespective of cost, and then sticking to that odor. He stated that he had found that purchasers were more inclined toward quality and would sacrifice quantity to secure just the right odor.

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B. M. Douglas, treasurer of Bourjois, Inc., New York City, returned on the Europa, February 14th, from a six weeks' trip abroad. Mr. Douglas, who sailed with Pierre Wertheimer, president of the company on January 4th, met with the many representatives of Bourjois from all over the world who come to Paris at this time of the year.

Benj. French, Inc., New York City, have moved their offices and store rooms to larger and more convenient quarters in the same building. The street address, 160 Fifth avenue, and also the telephone number, remain the same.

Miss Kathleen Mary Quinlan, New York City, will leave on Saturday, February 21st, for a two to three weeks' trip to Florida. Miss Quinlan will spend the greater part of her time in Miami.

Fred R. Firstenberg, proprietor of the Chemical Machinery Co., New York City, has just returned from an



FRED R. FIRSTENBERG

extensive trip throughout the West and Southwest in the interest of his company. While in North Carolina, Mr. Firstenberg stopped over at Pinehurst for a few days where he enjoyed some good golf. We were unable to learn his average score on the links, but were gratified to know that his trip otherwise was very successful. This trip is in line with the program of expansion embarked upon by his company several months ago.

Mr. Firstenberg completed the purchase of several large lots of machinery during his trip and closed a number of sizable orders. He also began negotiations for the establishment of out of town representatives in the various important cities he visited. The company's New York offices are at 405 East 15th street where it has recently taken additional space and enlarged its operating staff.

Colin A. Campbell, vice-president and general manager of the Henry K. Wampole Co., Perth, Ont., was a recent visitor to Toronto, Ont.

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Following an informal luncheon at the Copley Plaza Hotel, Boston on January 13, Addington Doolittle and D. E. A. Picciano of Compagnie Parento, Croton-on-Hudson, N. Y., showed the motion pictures which were taken by Mr. Doolittle on his recent trip to Europe. Describing the views to a representative group of New England consumers, Mr. Doolittle outlined the work in the rose fields of Bottu Mitow at Kischish-Mahle, Bulgaria from the picking of the flowers to the production of otto of rose. He pointed out that costly installations of equipment which, at most, could he used for only two months each year doubtless had some effect upon the price of otto of rose.

Other pictures included scenes in the properties of Pierre Dhumez at Argeville and Vallauris, France, where fields of rose, jasmin, tuberose and orange blossoms were shown as well as distillation and extraction processes. An interesting feature was a reel depicting the annual celebration given by Pierre Dhumez to his employees on the occasion of picking the first jasmin flower, showing a combination of a highly organized industry and community social life, rarely seen in this country.

At the plant of Organico, Nanterre, France, the manufacture of phenyl ethyl alcohol and of heliotropine were shown as well as other highly specialized products of the aromatic chemical industry.

Wm. R. Warner & Co., New York and St. Louis, has recently purchased the Non-Spi Co., of Kansas City, Mo. The Non-Spi Company's plant in Kansas City, where "Non-Spi" deodorant was manufactured, has been closed and the manufacturing of the product has been transferred to St. Louis. Later, Warner officials state, the product may be made both in the New York and St. Louis factories.

The purchased company will be maintained as a subsidiary to the Warner Company, and the officers of the latter company will act as officers of the Non-Spi Company; the officers of the Non-Spi having resigned.

Other products manufactured by Warner Company in addition to a full line of pharmaceuticals are Sloan's liniment, "Stacomb," "Formamint," "Sanatogen," "Nuxated Iron," Schering & Glatz products and many others. Other recent additions to the Warner holdings are the Chamberlain Medicine Co. and the Waterbury Chemical Co. of Des Moines.

A'Cadia Powder Puff Company, New York have recently enlarged their quarters at 485 East 133rd street and now occupy an additional half floor in the building adjoining their offices. Jack Alter has joined the sales staff, covering the metropolitan district. Mr. Alter is a brother of I. Alter, proprietor of the company.

American Beauty Co., New York, manufacturers of liquid nail polish to the trade, have advised us of a change in their telephone numbers to GRamercy 5-6606 and GRamercy 5-6607.

Givaudan-Delawanna, Inc., New York, has advised us of a change in its telephone number to TOmpkins Square 6-7600.

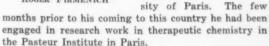
Plans are under way by George C. V. Fesler, Inc., St. Louis, for launching a new product, a cleansing cream under the name of "Petalis." Advertising will begin April 1 and will be handled by Nelson Chesman & Co., St. Louis, who have handled publicity on "Dew" deodorant.

W. J. Bush & Co., Inc., New York, has advised us of the appointment of Arnold E. Wenner as representative in New York City. Mr. Wenner succeeds the late J. F. Bowman.

Roger Firmenich, son of Fred Firmenich of M. Naef & Cie, Geneva, Switzerland, who is represented in the United States by Ungerer & Company, New York, sailed for home on the Lancastria, January 31st. Mr. Firmenich arrived in the United States in October and has been devoting the greater part of his time in this country to studying American research and manufac-

turing methods in the organic chemical industry. For a time he worked in the organic laboratories at Columbia University studying research methods with Col. Marston T. Bogert, professor of organic chemistry in that institution.

Mr. Firmenich is a graduate of the Polytechnic school of Zurich with a chemical degree. and received his doctor's degree from the Univer-



His thorough training and knowledge of methods both here and abroad will make him a great asset to the business which has been conducted so successfully for many years by his father and his uncle, Dr. Philippe Chuit, partners in M. Naef & Cie.

On February 18, Mr. Firmenich was married in Geneva to Miss Paulette Henneberg, daughter of a well-known surgeon. They will sail from Marseilles February 27 for a three months cruise in the Far East. We join with Mr. Firminich's many friends in extending congratulations and best wishes.

Commercial Solvents Corporation, New York City, report for the year ended Dec. 31, 1930, a net profit after depreciation, Federal taxes, inventory adjustments and other charges, \$2,717,000, equal to \$1.07 a share on the no-par value stock, compared with \$3,667,402, or \$1.50 a share, in 1929.

Miss Helen Mulderrig of Primrose House, Inc., New York City, sailed on the Caledonia, February 14th, on an eighteen days' Caribbean cruise. Among the places she plans to visit are Port au Prince, Kingston, Panama, and Havana.

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ROGER FIRMENICH

Henry E. Miller, formerly connected with the Owl Drug Co., has been appointed as representative of Mulhens & Kropff, Inc., New York in Western territory. Mr. Miller will make his headquarters in San Francisco and will cover territory as far East as Denver.

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Won Sue Fun, Inc., New York, manufacturer of Won Sue Fun cream, has appointed Charles A. Weeks & Company, Inc., advertising agency of that city, to direct its advertising account. Newspapers and magazines will be used.

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The appointment of Edward G. Miner, president of The Pfaudler Co. of Rochester, N. Y., manufacturers of glass-enameled process equipment, and the reappointment of George F. Rand, president of the Marine Trust Company of Buffalo, N. Y., for three year terms, beginning January 1, 1931, as directors of the Federal Reserve Bank of New York, Buffalo branch, were an-

nounced January 1, 1931. The membership of the board is made up of three bankers and three industrial business men to give the commercial and financial life of the community an equal representation.

Mr. Miner, aside from his industrial connections, is director and member of the executive committee of the Lincoln-Alliance Bank & Trust Co. of Rochester, and is also director and member of



EDWARD G. MINER

the executive committee of the Rochester Trust & Safe Deposit Co. Other directorates held by Mr. Miner include the Buffalo, Rochester & Pittsburgh Railroad; the Rochester Gas & Electric Corp.; Rochester Capital Corp.; Pfaudler-Werke, A.G., Germany; Enamelled Metal Products Corp., England; General American-Pfaudler Tank Car Corp., Chicago.

He is a member of the Foreign Trade Council, The American Committee of International Chamber of Commerce, and many other national and civic associations, including the University of Rochester, in which he is secretary of the board, a trustee, and a member of the finance committee.

Mr. Miner's appointment will be of interest to the chemical and perfume industries, in which his company serves such concerns as the Eastman Kodak Co., General Chemical Co., National Aniline & Chemical Co., United Drug Co., Dow Chemical Co., Richard Hudnut, Pinaud, and many others.

Howard S. Lyon, president of the Comfort Manufacturing Co., Chicago, spent a few days in New York early in February. Mr. Lyon is extremely optimistic over prospects for business during the next few months. He advises us that his company is working ten hours a day, seven days a week, and has been for the last seven weeks. Orders on hand will guarantee the continuation of this activity for several months to come.

Van Dyk & Co., New York City, have advised us of the removal of their offices and warehouse to 50 West 17th street. The company has for many years been located at 4 Platt street, but the building at that address has been sold and may be replaced by offices.

At the new address Van Dyk & Co. have taken the entire eleventh floor, affording ample space for shipping, receiving and offices. Manufacturing operations will be conducted at the company's plant in Jersey City. The new telephone number is WAtkins 9—6246.

Van Dyk & Co., which was incorporated in 1904 to manufacture synthetic aromatic chemicals and perfumery raw materials, has been headed by M. Isermann and Dr. C. Isermann for the last twenty years.

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It is announced that Leo Van den Bergh, of Berlin, has retired from the boards of Unilever, Ltd., and Unilever N. V. on his giving up active participation in the conduct of the businesses of those companies. He will be proposed in due course as a member of the "Aufsichtsrat" of Van den Bergh A.G. in Berlin. John Cheshire, on account of advancing years, has also retired from the boards of Unilever, Ltd., and Unilever N. V. (retaining for the time being his seat on the board of Lever Brothers, Ltd.); and Clement Davies, K. C., M. P. (a director of Lever Bros., Ltd.), has been elected to the board of Unilever, Ltd., and will be proposed for election to the board of Unilever N. V. at the next general meeting of that company.

At the cork divisional sales conventions held in New York and Chicago by the Armstrong Cork Co., Lancaster, Pa., last year's record was reviewed and plans were laid for this year's sales development.

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The western division held its annual convention at the Edgewater Beach Hotel, Chicago, Jan. 5 and 6. The eastern group met at the Hotel New Yorker, New York City, Jan. 12 and 13.

E. F. Ebberts and J. C. Feagley presided at the New York meetings. Various officials discussed sales methods, and E. V. Carlquist outlined the advertising program for this year.

In our annual symposium published in the January issue there was included an interesting letter written by Sidney F. Mills, president of The Milson Co., Cincinnati. Through an unfortunate error this was illustrated with a picture of C. W. Van de Mark, president of Health-O Quality Products Co., a subsidiary of The Milson Co. We greatly regret this inadvertence. A letter on business conditions by Mr. Van de Mark appears on another page in this issue supplementing our annual symposium.

Among the chemical products in various stages of manufacture which will be on exhibition at the museum of industrial chemistry, being established at Long Island University, Brooklyn, N. Y., under the supervision of Professor Elmer S. Sargent of the chemistry department are nineteen raw materials for the manufacture of perfumes, drugs, medicines, flavoring extracts, and other materials from which soap is made. The exhibit will be open to the public when the collection is enlarged and encased.

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Henry Polak, one of the directors of Polak's Frutal Works. Amersfoort, Holland, died January 18th at St. Anthor, Austria, at the age of forty-three years. Mr. Polak was on a vacation at this Austrian winter resort, and was caught by an avalanche which resulted in his death. Unsuccessful efforts were made for a rescue but his body could be found only after thirty-six hours

of strenuous labor by the rescue party.

Together with his brother. Jacob Polak, he founded Polak's Frutal Works. He was a chemist and technical man of considerable attainments, and was in charge of the technical work at the Amersfoort factory, where under his supervision a considerable extension to the research and analytical laboratories had just been completed.



THE LATE HENRY POLAK

Mr. Polak was well known to many of our readers through his visit several years ago to the American organization of the company, Polak's Frutal Works, Inc., New York, of which he was vice-president. He leaves a widow and three children who reside at Amersfoort.

It is with great regret that we record the accident which brought to an untimely end a career of great usefulness and promise.

The last fiscal year of Jones Bros., of Canada, was a satisfactory one, according to the annual statement that is expected to be read at the annual meeting in February. During the past year the company retired \$15,000 preferred stock and \$8,100 in bonds. Barber shop supplies in 1930 were poor in sales, but the show case department helped to offset this bad feature. Depression was felt particularly in Western Canada, where about one-sixth of the company's business is done. Profits are expected to be moderately short of last year.

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A fire which started in the warehouse of La Pompadour, Inc., Minneapolis, manufacturers of beauty preparations on Jan. 12th resulted in a loss of \$60,000. The entire stock was destroyed.

H. C. Ryland, Inc., New York City, advises us of the appointment of L. J. Anderson as midwest representative, with offices at 220 S. State street, Chicago, Ill. Telephone, WABash 0183.

Henderson Lithographing Co., Cincinnati, in a handsome advertising insert in this issue, makes the initial announcement of a new line of Henderson labels which has been added to the already extensive line of stock labels for which the company is noted.

Hingeco Manufacturing Co., Inc., Providence, R. I., announces the appointment of Charles A. Rindell Inc., 64 West Randolph Street, Chicago, Ill., as their midwest representatives.

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Almost hand in hand with the statement of the Procter and Gamble Company, Cincinnati, showing net earnings of \$12,194,732 for the last half of 1930 as against a net of \$10,811,000 for the first half of the year, comes the announcement that this company has just completed negotiations for acquiring the coconut oil crushing mill of the Oil Seeds Crushing Company in Baltimore. The coincidence of these two statements is regarded in financial circles as indicative of the continued health shown in the consistent expansion policy of this company.

The purchase of the Baltimore coconut oil crushing plant will assure an adequate supply of this oil, indispensable in the making of soaps at the company's plants in the eastern part of the United States, officials state. The plant comprises seven buildings of modern reinforced concrete construction. Plans are now being laid to run the plant to capacity which will necessitate the employing of about one hundred men.

The new mill is considered especially desirable because the copra, from which the oil is crushed, is received by water chiefly from the Philippine Islands and can be delivered direct to the plant. Importations also come from the Dutch West Indies, the Malay States, Ceylon, the West Indies and Central America. At present the principal port of entry for copra is New Orleans from whence it is shipped by rail to the Cincinnati plant.

S. Bayard Colgate, son of the late Sidney M. Colgate and a member of the executive committee of Colgate-Palmolive-Peet Co., has been admitted to the firm of Spencer Trask & Co., New York, as a special partner.

The statement of Helena Rubinstein, Inc., New York, shows net profits for the year 1930 of \$554,464 after depreciation and Federal taxes.

D. H. Tilson has been appointed sales manager for the Aluminum Seal Co., a division of the Aluminum



D. H. TILSON

Company of America. Mr. Tilson is well known to many of our readers through his connection for several years with the New York offices of the Aluminum Company during which time he made frequent contacts with the toilet goods industry and represented his company at the conventions of the American Manufacturers of Toilet Articles. His new duties will take him away from New York, his headquarters being at the

principal offices and plant of the Aluminum Seal Co., at New Kensington, Pa.

National Art Co., has moved to new and larger quarters at 207 West 25th street, New York. New telephone number is CHickering 4—4300. The company manufactures box wraps and covering papers and specializes in sterling and gold bronze embossing.

Chicago Trade Notes

THE Chicago Drug & Chemical Association entertained a large gathering of members at their monthly luncheon meeting, with a spirited political talk given by Hon. Judge John J. Lyle, who appears to be leading the procession of Republican aspirants for the mayoralty nomination in the February primaries.

John H. Neumann of Neumann-Buslee & Wolfe, returned from a month's sojourn in the sunny clime of Florida. Being an ardent devotee of the rod and reel, we hoped John would bring back the latest stories, concerning the finny tribe, that inhabits the waters around the southern coast. Possibly his luck deserted him this year, as all we could get from him was the old moss covered salesman's alibi of weather reports and these did not flatter Florida.

O. N. Davis, Chicago manager for the U. S. Industrial Alcohol Co., suffered a severe attack of the flu, while attending a sales convention in New York. Mr. Davis was confined to his room in the hotel for over one week, before being able to return to his home in Chicago, where he is now convalescing.

Chris Christensen, the popular traveling representative for Chas. Pfizer & Co., Inc., New York, is again on the sick list suffering from a relapse of flu.

Thinking he had entirely recovered from a two weeks' illness, Mr. Christensen started on a business trip through Indiana, and on the second day out, collapsed, while in a hotel in Fort Wayne and it will be several weeks more before Chris will be able to tote his sample case around the trade.

Charles Hoyer, 71 years old, residing at 2524 North Shore avenue, Chicago, advertising manager of the National Association of Retail Druggists Journal, died January 27th, in the Lake View Hospital of injuries received when he fell from the rear platform of a street car. Mr. Hoyer lost his balance as he juggled a package, in fumbling in his pocket for change. He was associated with the journal for 25 years.

Dr. and Mrs. Edgar G. Thomssen paid a brief visit to Chicago friends, before departing for New York, and a visit to the Newark plant of J. R. Watkins Co., Winona, Minn. for whom Dr. Thomssen, is director of research.

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J. P. Brunt of the Container Corporation left Chicago late in January to start on an extended vacation of about six weeks.

Arthur B. Woolzerton, has recently joined the traveling staff of Walter H. Jelly & Co., Chicago.

A. C. Drury & Co., announce that A. E. Daley, formerly with Colgate-Palmolive-Peet Co., will represent them in a sales capacity.

The Gilbert brothers, the proprietors of the Paris Laboratories, St. Louis, Mo., were recent visitors to Chicago.

At the regular luncheon meeting of the Chicago Perfumery, Soap and Extract Association held on February 4th at the Midland Club, the members were entertained by Axel Christensen, the renowned high voltage pianist and humorist better known over the National Broadcasting Chain as the "World's Master Mirth Maker." W. J. Mitchell, chairman of the entertainment committee, is now burning the midnight oil. perfecting several new and novel ideas which will be the feature of the perfumers' "Spring Frolic" to be held some time during April, the exact date to be announced later. A two months' membership drive campaign is now in progress in an effort to secure at least 100 new members before April 15th. J. A. A. Scott of Merck & Co., J. H. Beach of Seeley & Co., and W. Kedzie Teller of Columbus Laboratories were admitted to membership during January.

The association held a well attended meeting at the Elks Club, on the evening of January 21st. Thomas J. Bowler, president of the Sanitary District of Chicago, was guest and speaker, and delivered a most interesting talk relative to the Sanitary District. After the meeting, the members indulged in a spirited bowling contest, each trying his best to annex a portion of the "General Pot Purse," which had been arranged by Ray Morris, chairman of the bowling committee.

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Martin B. Vance, associated with Givaudan-Delawanna, Inc., Chicago office, is wearing a broad grin this week. The reason for his smiling countenance, is that he recently joined the army of benedicts. The happy handsome bride, who will handle Martin's cash in the future, was Miss Ann Marie Soper of Chicago.

The trade is sorry to hear of the death of John W. Leisy, vice-president of the Leisy Brothers Co. at Keokuk, Iowa, well known syrup and beverage manufacturers. He was identified with various important interests in that part of Iowa and well known to the trade throughout the country.

We regret to announce the sudden death of Mrs. Nannie E. Brown, wife of Russell Brown, who died of heart trouble on Jan. 7th. Russell Brown, is the Chicago representative for Geo. Silver Import Co., New York.

At the 67th annual meeting and exhibits of the Chicago Dental Society held at the Stevens Hotel from February 2nd through the 5th more than 140 manufacturers and distributors had exhibits of their products and equipment of interest to the dental trade. Many tooth paste manufacturers had interesting and clever displays. Among them were the Pepsodent Co., featuring their new antiseptic and their regular "Pepsodent" line with George D. Mitchell in charge of the exhibit. He reported the demand for the new antiseptic was so large, the factory was working day and night to fill orders. Abbott Laboratories had a clever exhibit of their products. The Bayer Co., also featured their lines; Bristol-Myers Co., pushed "Ipana" toot paste; Colgate-Palmolive-Peet Co., was also represented with a display; the Kolynos Co. featured their tooth paste lines. National Aniline & Chemical Co.

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had a good exhibit; E. R. Squibb & Sons reported much interest in their lines including "Squibb" tooth paste; the Winthrop Chemical Co. was also represented and August E. Drucker & Co. featured their "Revelation" line of tooth powder to the dentists and their visitors. Several large meetings were held with interesting clinics and the social side of the big meeting included a big vaudeville show Tuesday evening and a dinner dance the following night at the Stevens Hotel. Several thousand visitors were here from various parts of the country and several foreign countries.

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The Armstrong Cork Company held its Western division sales meeting at the Chicago headquarters. The Edgewater Beach Hotel was the meeting place for the salesmen and executives and the advertising and sales program for this year was outlined by various officials from both the Chicago and Lancaster headquarters. The latest word from Lancaster factory is that the output of the floor covering division will be increased for the first time during the past 18 months and other divisions will increase their production this month and in March. The sales outlook is improving slowly according to the latest reports from the factory.

Joseph A. Gauer of the Chicago office of Fritzsche Brothers, Inc., New York, has returned from a business trip to the eastern offices of the company.

The Walgreen Company now has 441 stores in its constantly expanding chain of stores and others will be added from time to time—according to the management. The sales for the past year were in excess of fifty-one million dollars, an increase of almost 11 per cent over the previous year, 1929. In 1929, Walgreen earned \$3.29 a share, while in 1930 the net profit may not be so large per share, owing to the declining price trend.

Hopper Kissproof, Inc., has been organized by 0. E. Glidden as president, C. Roy Glidden as secretary-treasurer and R. M. Stephen auditor and office manager. The company is a holding company for Edna Wallace Hopper, Inc., Kissproof, Inc., and Boals Rolls, Inc., with general offices at 536 Lake Shore Drive. The new company will be the western connection of the Superior Products organization which controls Neet, Inc., and Louis Phillipe, Inc. Hopper Kissproof, Inc., will bring out some new lines for the spring trade and according to C. Roy Glidden, the company is two weeks behind on orders and the past year has been the best in the history of the combined organizations.

The Oil States Petroleum Co., New York, has appointed Joseph DeLorme of 5 W. Austin avenue, to act as Chicago representative. Arrangements have been made to carry a complete line of petrolatums, mineral oils and paraffin waxes in Chicago.

The Flora Aromatics Co. of New York, has opened a Chicago branch with John Grommes, Jr., as local representative. Headquarters are at 412 Orleans street and telephone number will be SUPerior 0999.

Los Angeles Trade Notes

W ITH construction work well under way on the new \$5,000,000 Procter & Gamble plant at Long Beach, actual manufacturing operations are expected to commence within a few months, it is announced by officials of the company.

From the start more than 1,000 workers will be employed, including about 200 women, and calling for an outlay of many thousand dollars monthly in payrolls, it was stated. In addition, the employees are guaranteed forty-eight weeks of work annually, and have an interest in the company through profit-sharing and management-sharing by workers and executives, it was revealed.

Procter & Gamble Co., makers of numerous products with a world-wide reputation, obtained its Long Beach Harbor site, 1,250 x 522 feet, from the Southern Pacific Railroad as part of a \$15,000,000 expansion program throughout the United States.

In a recent statement by executives of Procter & Gamble, "establishment of the \$5,000,000 plant at Long Beach is our unqualified endorsement of the Greater Los Angeles Harbor, and of the faith we have in the future of Southern California. Entry into this section, is the result of a steadily widening market on the Pacific Coast. The Long Beach plant, besides shipping its products in Pacific trade, will be the distributing center for copra (the dried meats of the coconut, from which the oil is obtained) shipped from the Oriental ports."

Another raw material which will be utilized extensively by the new plant is cottonseed oil, used in the manufacture of cooking fats, salad oil and other edible products. This will be obtained from the Imperial valley and Southern Arizona. Production activities of the giant soap company also will entail an annual expenditure of millions of dollars in raw materials, payrolls and taxes, company officials pointed out.

Directing head of the enterprise, which, with its recent foreign acquisitions, is one of the world's largest producers of soap and cooking fats, is William Cooper Procter, recently elected chairman of the board. Richard R. Deupree, one time clerk, is president and general manager.

A. M. Emerson, who has covered the Oakland and east bay territory for the Los Angeles Soap Company for the last twenty-five years, has retired. J. C. Ralph has been transferred from Sacramento to succeed him, and H. F. Archambault now has the Sacramento and Stockton territory. E. C. Maiers, who has been in the San Francisco district for the last three years, is now also covering the coast as far south as King City, while C. H. Holdsworth, who has been in the San Francisco office for many years, is now calling on the larger laundries in San Francisco.

In a recent meeting of the stockholders of the Pacific Soap Company, Ltd., Los Angeles, the following directors were elected for the ensuing year: B. F. Flynn, Edward F. Barton, Daniel O'Brien, Eugene Schuck, John M. Longan, Patrick M. Longan. The volume of sales in flake soaps of every description has so materially increased in the last few months that it was decided

to equip the plant at 6830 McKinley avenue, with the latest packaging machines and other labor-saving contrivances. These machines are now on the way to Los Angeles and will be installed in the next few weeks.

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W. A. Sherry of W. A. Sherry & Co., 1040 South Broadway, has advised that this company will now solely represent the Flora Aromatics Company, 122-124 Fifth avenue, New York, this concern being the American branch of Chemical Works "Flora" Dubendorf-Zürich, Switzerland.

Northwestern Trade Notes

DRUGGISTS will continue to increase their sales of sundry articles in the estimation of Fred E. Yahr, re-elected president of Yahr-Lange, Inc., Milwaukee, wholesale drug concern. The margin of profit on drugs is proving too small so the druggist is branching out, Mr. Yahr maintains.

Other officers elected are C. G. Forster, vice-president and Ferdinand C. Yahr, secretary and treasurer. The latter succeeds the late George Dessereau as treasurer. The president has been with the company, which was established in 1872, for 32 years.

Kahlenberg Laboratories, Inc., of Manitowoc, has just passed through one of the best years that the firm has enjoyed since being established in 1916, according to Dr. Herman Kahlenberg. The company supplies skin suture and medicinal supplies to physicians and hospitals throughout the United States as well as Canada, Australia and other countries. Sales during October of last year were the largest of any month in the company's business.

At a special banquet which it sponsored, The Wisconsin Drug & Supply Co., recently announced Matt's Pharmacy, Milwaukee, as winner of the first prize in a national window display contest conducted by B. F. Goodrich Rubber Co. W. E. Powell, official of the Goodrich drug sundries department of The Wisconsin Drug & Supply Co., presented Mr. Matt with a check for \$1,000.

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The salesman award of \$100 was given to W. K. Stumpf of The Wisconsin Drug & Supply Co., which represented his reward for selling the contract for merchandise stocked by Matt's Pharmacy, the prize winner.

Circulars, Price Lists, etc.

The first copies of the new 500-page catalog of the OWENS-ILLINOIS GLASS COMPANY, entitled Glass Containers, are now being delivered. It is printed in colors throughout and bound in covers of black and silver. In addition to its beauty this work contains manufacturing and related data of value to all who use or are interested in glass containers. Even a cursory glance through the five hundred pages of this work reveals the amazing scope of the glass container industry. Hundreds of bottles and jars in scores of shapes, designs, and sizes greet the eye. The binder used for the volume is of modern, loose-leaf type. New and supplemental pages can be inserted easily when

necessary. The distribution of the new catalog complete, and in sections adapted particularly to specific industries, is being handled with all possible speed from the main offices of the Owens-Illinois Glass Company at Toledo, Ohio.

ALSOP ENGINEERING CORP., New York City, has advised us of a new asbestos filtering compound about which it makes the following statement: "After five years of constant experimenting with asbestos filtering compounds for use in over one thousand gravity asbestos filters, manufactured by us, we have an important announcement to make.

"A full-floating asbestos has been compounded by an entirely different process in a new type machine designed by our engineers.

"The manufacturing cost has been cut almost in half so that we can now offer a superior product at a much lower price than any similar compound on the market.

"We will be pleased to submit samples and prices to anyone interested if they will advise the type machine and quantities used per year."

W. J. Bush & Co., Inc., New York City, has issued its February price list. The list gives prices and informative data regarding essential oils, synthetics, flavoring and other specialties manufactured at the company's plant in Linden, N. J., or in the London plant of W. J. Bush & Co., Ltd. Copies may be had by applying to the company at 370 Seventh avenue, New York.

REVUE DES MARQUES, Paris, has just issued the 1931 edition of their annual diary and directory. A large part of the book is devoted to very attractive announcements of manufacturers of raw materials and supplies; and diary pages and an alphabetical directory of all French trade marks registered during 1930 are also included

COLUMBIA UNIVERSITY has issued the annual report of President Nicholas Murray Butler in the form of a pamphlet of 76 pages. In the report, Dr. Butler discusses the modern trend in education and comments upon some of its disturbing features. Acknowledgment of gifts to the University includes the sum of \$7,500 given by the American Manufacturers of Toilet Articles for research in perfume chemistry.

THE METROPOLITAN LIFE INSURANCE Co., New York, has issued two very interesting booklets, the one describing employee magazines and house organs and the other showing by examples the efforts of corporations to keep their stockholders informed as to their financial condition. These two booklets were prepared and issued by the Policyholders Service Bureau of the company.

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Outstanding and Artistic

Sidney F. Mills, President, Milson Co.

The writer considers THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW one of the outstanding magazines in the country for the information it gives; likewise from the very artistic manner that it is "made up."

Paris Trade Notes

UNDER the name of Laboratoires Seclo, A. Panheleux et Cie has been incorporated. The purpose of the company remains the same—the development, importation and wholesale of chemicals, hygienic products and perfumes. The address will also remain the same, 6, rue Mathilde, Courbevoie.

The capitalization is fixed at 250,000 francs, consisting of shares of 100 francs each. The administrators are A. Péreire, 6, rue du Conseiller-Collignon, Paris; A. Timson, 6, rue Mathilde, Courbevoie and Mrs. Alys S. Pringle, Genthod, province of Geneva, Switzerland.

A company by the name of Monlido has recently been formed for the manufacture and commerce of soap, beauty products, perfumes, and toilet articles. An office has been opened in Paris at 76, avenue des Champs-Elysées, Arcades des Champs-Elysées.

The capitalization is 240,000 francs of which 240 have been entrusted to Cerbu Carniol, 20, rue de Varize, Paris, for the purchase of materials.

The directors of the company are A. Cherbetgian, 83, rue Blache, Paris; A. Vido, 5, rue Ernest-Renan, Paris and C. Carniol.

Laboratoire des Produits Coloire has recently been formed for the manufacture and sale of all beauty products and products of hygiene,

and particularly a product to preserve and make the hair grow again, known as "Eucrine." The business offices are located at 16, avenue de Paris, Antony, (Seine).

50,000 francs divided into 50 shares of 1,000 francs each forms the capitalization. The management is in the hands of Ch. Collin, 72, boulevard Montparnasse, Paris, and Raoul Lhoir, 16, avenue de Paris, Antony.

At a recent meeting of Parfumerie des Comtes de Provence, 67, rue du Faubourg, Saint Martin, Paris, it was decided to increase the capitalization from 85,000 francs to 500,000 francs, by the issuance of 4,150 shares of 100 francs each.

Société Stérydol, 10, rue Fresnel, Paris, has issued 1,000 new shares at 100 francs each to increase its capitalization from 300,000 francs to 400,000 francs.

The recent rose conference held at Karlovo, Bulgaria, under the auspices of the Chamber of Commerce and Industry of Plovdiv, was attended by almost all otto of rose distillers, the co-operative societies connected with the industry, and many officials. Two technical papers were delivered. One, by the director of the District Agricultural Office of Plovdiv, dealt with Bulgarian rose cultivation in the past and present, its decline during the years 1919 to 1923, its

present development, the way to improve cultivation, measures to be taken against disease and pests, and useful recommendations to the growers on how to work their gardens to increase the yield per dekar.

The second lecturer was the manager of the industrial section of the Chamber of Commerce, and he dealt with the otto of rose trade since the war compared with the pre-war years from 1911. Statistics and diagrams showed that when the price of rose flowers is high a smaller quantity is exported. Afterwards a discussion took place, and the following opinions were deduced: that the co-operatives insist that distillation should be carried on co-operatively,

and that all the officials and distillers present agreed that the decline in exports was the result of the present high price of rose flowers. The conference terminated without adopting any resolutions.

The celebrated perfumes of M. Coty have placed him beyond much likelihood of ever being "on the dole." He apparently finds newspapers an interesting hobby, however, and has got himself into gallons of hot water by publishing a daily which sells for only two sous, as well as the intellectual "Figaro."

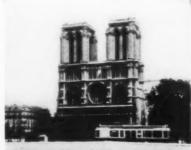
And now he is giving Paris two fresh newspapers—weeklies this time. One is "L'Ami des Sports," covering all the things the bright young Frenchman is doing; the other is "Paris en Boîte" (like his own powders), which is to tell

Parisians what really underlies Madame de Who's dance, and why Monsieur Which was in such a bad temper when he left the Chamber last Thursday.

After going to the trouble of perfuming the whole of the large Nice Opera House with mimosa to enable Mile. Gabrielle Dorley, the Belgian prima donna, to appear in "Mignon," the manager has been presented with a fresh ultimatum. Mile. Dorley now insists that she wants a different perfume used in the theater for each opera in which she appears—otherwise she cannot sing. She is at present demanding cyclamen perfume for her appearance in the difficult title role of "Louise" in a few weeks' time.

When Mile. Dorley first made her unusual demand for mimosa perfume a week or so ago she explained that she had become so accustomed to the fragrant odor on the Riviera that her doctors had advised her not to sing in any but perfume-laden air. Talking about her desire for other varieties of perfume, she now explains:

"Latterly I have been obliged to bathe in perfume. I state this intimate detail merely to make my point clear. To those who are not familiar with that delicate instrument, the singing voice, it may seem a mysterious fact; but my vocal chords simply resound better under the action of perfume. That being so, it is only fitting aesthetically to have perfume in harmony with the romance of each of my roles."





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British Trade Notes

THE essential oil market is interesting at present because of the attempts being made by Italian producers to stabilize prices on a higher level. It is doubtful whether they will be permanently successful. Essential oils from the West Indies and other parts of the British Empire, as well as from California, and elsewhere, are becoming more competitive with Sicilian oils, and while world production is increasing there is no evidence that demand is also waxing.

On the Continent, there has to be noted a temporarily diminished use of perfumes, due in some countries to

high alcohol taxes and, almost universally, to the need for economy resulting from the trade depression. Thus business in essential oils has been restricted. To this factor should be added the increased use by perfumery manufacturers of synthetic odors. The recent downward movement in values of cassia and star aniseed oil is partly attributable to the fall in the price of silver, which has had a baneful effect on Chinese trade generally: The peppermint oil market is likely to undergo some change soon. It is reported that the Japanese Government intends to take control of the local industry and, seeing that the dementholized oil of the Nippon supplies more than one-half the world's requirements, the effect of this

control on prices might be important. In the case of an article the value of which is constantly fluctuating—sometimes violently—as the result of various causes, it is scarcely possible for those outside a small circle of trade experts to apportion the effect of this cause and that. An advance may be due to crop shortage, speculation, or artificial control, and seeing that the value of Japanese exports of peppermint oil (to say nothing of menthol) has been around \$10,000,000 in a single year, it would not be difficult to raise a considerable sum for official purposes, such as supervision of quality, or even revenue, without raising the price per pound to a greater extent than often results from ordinary market manipulation.

The position of lemon oil is perplexing. Some houses adhere to the old way of offering it, such as "sponge-pressed" and "machine-made"; others offer, for example, various qualities of sponge-pressed, etc. Prices cover a very wide range. Until a standardized nomenclature for the various grades is arrived at, price quotations will continue to be more or less ambiguous to all but experts.

The practice of giving premium coupons with commodities was commented on by the City Recorder (E. A. Mitchell-Innes, K.C.) in a case heard at Leeds Quarter Sessions recently, and he advised a concern

during the hearing to abandon the system of coupons and vouchers. The case was one in which James Fennyhough, storekeeper, and William Potter, grocer, pleaded guilty respectively to stealing and receiving a sack and 9,595 coupons belonging to Joseph Watson & Sons, Ltd., soap manufacturers of Leeds.

Prosecuting counsel said that Messrs. Watson had a system by which coupons attached to the covers of the soaps could be exchanged for prizes—some of a substantial nature. For example, a sewing machine was given for 3,000 coupons. Coupons could also be exchanged for vouchers, and money prizes were given for the largest number of vouchers. Last year the first prize was £150 (\$750) and the second £100 (\$500).

A system has grown up of people making a business of collecting coupons from customers, payments such as 3d. (6 cents) a dozen or 1s. 6d. (36 cents) a hundred being paid. Fennyhough, who had been employed as a storekeeper by Watson & Sons for 16 years, saw an advertisement issued by Potter, a local grocer, and, as a result it was arranged that Fennyhough should obtain some of these coupons. The system at the soap works was that when a clerk had credited a customer with a coupon, that coupon was put into a slit in the table and fell into a sack, which was taken to a furnace, where the coupons were destroyed. Fennyhough, said counsel, succeeded in kicking a sack off a trolley on its way to the furnace, and

secreted it on the premises. Later he was seen doing this, and a trap was set with marked coupons. Altogether he sold to Potter 15,300 coupons at £1 (\$5.00) per thousand. Potter carried on the business of buying coupons on a large scale. On one occasion he submitted 50,000, and on another he sent 27,000, and asked for nine sewing machines.

Counsel for Potter said that for some years Potter and another man sent in 500,000 coupons.

In ordering the accused to be bound over for a year, the Recorder said that he thought that the prosecutors would be very well advised if they abandoned the system. He declared that a thing run on such a scale was in the nature of a temptation and added that the traffic in coupons and vouchers tended to bring temptation to numbers of people who thought they could win prizes if they could get hold of coupons, licitly or illicitly.

The British market for toilet preparations is a highly competitive one. There are well-established domestic producers in nearly every line. American products are popular, but meet with strong competition from French and German articles. In general, the larger retail distributors will not consider stocking an article until their customers begin asking for it, or unless they can be assured of a definite advertising campaign.

Book Reviews

(Copies of Books Reviewed in this Column, and Other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth avenue, New York.)

Distillation of Tolu

THE DRY DISTILLATION OF TOLU BALSAM.—By Justin Dupont and J. J. Guerlain; Compt. rend. 191, 716 (Oct. 27, 1930).

In the course of their valuable studies on the composition of odorous balsams of importance to the perfume industry, the authors have investigated the products of the dry distillation of Tolu balsam, a substance which is so useful to the perfumer, especially as a fixative.

Nearly a century has slipped by since Sainte-Claire Deville (Ann. chim. phys. [3], 3, 151 (1841)), in carrying out this same operation, discovered toluene, a name which recalls this origin, and reported the presence also of another constituent which he thought to be ethyl benzoate, but which Scharling (Ann., 97, 68 (1856)) later identified as methyl benzoate.

Working with large amounts of raw material, the authors have succeeded in isolating as additional components of the distillate, the mono-methyl ethers of catechol, viz. guaiacol (I), creosol (or homo-guaiacol) (II), and what is probably ethyl guaiacol (III):

These components are identical with those isolated by Behal and Choay (Bull. soc. chim. [3], 11, 698 (1894)) from wood-tar creosote, an investigation which was of great assistance in the prosecution of the present one.

These products escaped Deville and Scharling because they failed to note that a considerable proportion of the distillate was soluble in caustic alkalis.

The distillation yielded carbon dioxide, hydrogen, water, a tar which contained considerable benzoic and cinnamic acids, and a residue of coke in the retort. The acids were recovered from the tar by washing with sodium carbonate solution, at which time an amine odor was noted.

After the removal of these acids, the residual tar was steam distilled, and the distillate treated with 5% sodium hydroxide solution. The portion undissolved by the alkali is still under examination.

The brown alkaline solution was saturated with carbon dioxide, and the heavy oil which separated was fractioned repeatedly at atmospheric pressure. Three fractions were thus obtained, boiling respectively at 204°-206°, 218°-222° and 228°-232°, of which the first two were in much the larger amount. Guaiacol was isolated from the first, creosol from the second, and what appears to be ethyl guaiacol from the third.

In the course of the research, it was discovered that these monomethyl ethers unite with anhydrous calcium chloride to solid compounds which are dissociated by water.

MARSTON TAYLOR BOGERT.

Fourth Part on Aldehydes

DIE RIECHSTOFFE UND IHRE DERIVATE (Perfumes and Their Derivatives). By Director Alfred Wagner, Editor of Die Riechstoffindustrie, with the assistance of experts. A. Hartleben's Verlag, Vienna and Leipzic. Vol. I, Aldehydes; Part IV, Patent Register, Patent Index, Author Index and Alphabetical Subject Index. By Director Alfred Wagner, Chem. Alfons M. Burger and Dr. F. Elze. 1930, pp. 343 (1088-1431); Price: Sold only with Parts I, II and III at \$19.50 per set.

A general outline of the plan and scope of this valuable and comprehensive treatise, and a review of Parts I, II and III, will be found in previous issues of THE AMERICAN PERFUMER (24, 495-6, Oct., 1929; 25, 109-10, Apr., 1930; 25, 639-40, Dec., 1930).

This part completes the volume devoted to the aldehydes and compares very favorably with its predecessors in its high standard of excellence and elaborateness of detail. The laborious compilation of complete patent specifications and claims, including graphic formulas and diagrams of apparatus, is classified so that patents of general application are given first, followed by those covering narrower fields or individual compounds. The arrangement is not chronological, but follows the order in which the patents are cited in the main descriptive part of the work. The text is printed in the language in which the patents were issued. Occasionally abstracts are given in place of the complete text of the patent.

Among the more important perfume products covered by these patents are the following: the higher aliphatic aldehydes, citral and cyclocitrals, farnesal, benzaldehyde, phenyl acetaldehyde, hydratropic, cuminic, cinnamic, salicylic, anisic, protocatechuic, vanillin and ethyl vanillin.

These patents are followed by a patent index, classified according to the country of issue and arranged in numerical sequence. The book closes with an author index, followed by an excellent subject index, covering the entire volume, Parts I to IV, inclusive.

The only suggestion which the reviewer has to offer is that the author has been so conscientious in his endeavors to include everything relating to his subject that in some instances the material presented has but a very remote interest for the perfumer. A case in point is the Geigy patent for leuco compounds of certain sulfur dyes (German Pat. 122,850), covering about five pages (pp. 1299-1304) and figuring a number of elaborate structural formulas and which seems more appropriate for a treatise on dyes than for one on perfumes. But such occurrences are rare and only minor defects in a book which is in a class by itself in the way in which it covers its field.

MARSTON TAYLOR BOGERT.

THE CANADIAN MANUFACTURERS' ASSOCIATION, Toronto, Ont., has published its annual Canadian Trade Index for 1931. The book is a complete directory of Canadian manufacturing and in addition contains a wealth of information regarding Canadian trade. Those doing business with our Northern neighbor will find it invaluable. Copies may be had at \$6.00 from the association at 67 Yonge street, Toronto.

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In Memoriam for Departed Friends

AMIC, SENATOR JEAN, member of the firm of Etablissements Roure Bertrand Fils & Justin Dupont, Grasse, France, February, 1926.

BELL, JOSEPH H., president of the C. F. Booth Perfume Co., Norwich, N. Y., February, 1924.

Burchenal, John J., vice-president, Procter & Gamble Co., Cincinnati, February, 1926.

BURNETT, JOHN T., president Joseph Burnett & Co., Boston, February, 1929.

CORDES, WILLIAM, president, Pro-phy-lac-tic Brush Co., Northampton, Mass., February, 1928.

FAIRCHILD, HENRY C., founder of Fairchild & Shelton, soap manufacturers, Bridgeport, Conn., February, 1917.

FALK, FREDERICK L., president, F. L. Falk & Co., soap manufacturers, Pittsburgh, Pa., February, 1927.
FELS, JOSEPH, soap manufacturer and single tax advocate, Philadelphia, Pa., February, 1914.

FOLEY, JOHN B., toilet goods manufacturer, Chicago, Ill., February, 1925.

FOOTE, CHARLES E., president of Foote & Jenks, Jackson, Mich., February, 1930.

HARRIS, FRANK F., founder of the Harris Extract Co., Binghamton, N. Y., February, 1912.

HESS, CHARLES D., Hess Co., perfumers, Rochester, N. Y., February, 1908.

KAHLE, JOHN WESLEY, president, Crescent Mfg. Co., Seattle, Wash., February, 1918.

KIRKMAN, ALEXANDER S., Kirkman & Son, soap manufacturers, Brooklyn, N. Y., February, 1912.

LARKIN, JOHN D., founder of the Larkin Co., Inc., Buffalo, N. Y., February, 1926.

MARSHALL, HERMAN AUGUST, soap manufacturer, Clinton, Mass., February, 1910.

McConnell, William F., secretary, Drug and Chemical Section, New York Board of Trade for over forty years, February, 1930.

MORGAN, GEORGE FREDERICK, since 1882 president of Enoch Morgan's Sons, New York, February, 1925.

STEARNS, FREDERICK, of Frederick Stearns & Co., manufacturing chemists, Detroit, Mich., February, 1907.

UNGERER, WILLIAM G., president of Ungerer & Co. and founder of this journal, February, 1930.

WALTKE, WILLIAM, soap manufacturer, St. Louis, Mo., February, 1916.

WRIGHT, ALFRED G., retired president of Alfred Wright, Perfumer, Inc., at Sarasota, Fla., February, 1930.

Walter Collins Johnson

Walter Collins Johnson, president of the National Toilet Co., and of Tyson & Co., manufacturers of toilet articles, Paris, Tenn., died in that city January 31, after a brief illness. Mr. Johnson was born near Cottage Grove, Tenn., the son of Mr. and Mrs. Tilman Johnson, 74 years ago. His entire life was spent in Henry County.

Educated in the country schools, Mr. Johnson began his career as a school teacher but after about two years at this work, he moved to Paris where he became a clerk in a drygoods store. A short time later he organized the mercantile firm of Johnson & VanCleave and upon its dissolution he took part in the organization of the National Toilet Co., becoming its president and general manager, positions which he held until the time of his death.

Always active in civic affairs, he built the water and electric plants in Paris, was for many years a member and chairman of the school board, and chairman of the city board of public works. At the time of his death he was erecting a children's hospital at the Baptist Orphanage at Franklin, Tenn., in memory of his son, the late Walter T. Johnson. This building will be dedicated next spring.

Mr. Johnson leaves a widow, Lillie McDonald Johnson and two daughters, Mrs. R. L. Murray and Mrs. C. A. Matthews of Paris. Two sons died several years ago. Funeral services, were held at the First Baptist Church of which he had long been an officer and burial was at Maplewood cemetery. The services were attended by more than 500 of the friends he had made during his long life.

* * * * Jean Dammann

Jean Dammann, vice-president of P. & P. Derode Frères & Dammann, Inc., New York City, died February 3 at the age of 28. Mr. Dammann was the son of Emile Dammann, founder and head of the Paris house of which the New York company is the American branch. For many years, the house has been known as one of the largest operators in vanilla beans in the world.

Mr. Dammann came to New York in 1925 to take charge of the New York company which had been established by his father previously. In the comparatively brief time which he spent in the United States, he endeared himself to both associates and competitors. After a trip to Europe, he returned last October and shortly after that his health began to fail. His mother and his brother Edouard Dammann arrived in time to be with him at the end.

Funeral services were held February 4 and interment was in Evergreen Cemetery, Brooklyn.

* * * * Russell H. Thorpe

Russell H. Thorpe, representative in Rochester, N. Y., for the Phoenix-Hermetic Co., Chicago, died January 31 as a result of injuries sustained when the car which he was driving skidded on an icy road and overturned. Mr. Thorpe had a host of friends in the Rochester section who will regret his untimely death.

* * * * * W. Krug

W. Krug, one of the founders and the managing director of the firm of Oranje, Amsterdam, Holland, died at his home in that city January 27. Mr. Krug, who was an expert on essential oils founded Oranje 35 years ago. The first product of the company was oil of caraway but the line was expanded rapidly to include all oils for the raw materials of which Amsterdam is the center. Mr. Krug was well known in essential oil circles in all parts of the world and was an expert on oils not only of Dutch origin but those produced in many other sections.

New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Rejuvia Beauty Laboratories, Borough of Manhattan, N. Y., cosmetics, \$20,000. S. D. Levy, 570 Fifth avenue, New York, N. Y.

Maxine Cosmetic Corp., Borough of Manhattan, N. Y., \$20,000. Albany Service Co., 299 Broadway, New York, N. Y.

Lapauldine Laboratories, Buffalo, N. Y., toilet articles, \$30,000 preferred stock; 200 shares of common. E. Cornblum, Buffalo, N. Y.

The Wrigley Manufacturing Company, Media, Pa.; cleaner, paste, soaps, powders, polishers, \$10,000; 2,000 shares common stock. United States Corporation Company, Dover, Del.

Dejardon Co., Borough of Manhattan, N. Y., cosmetics, \$1,000. P. A. Timpano, 67 Liberty street, New York, N. Y.

Cheryl, Borough of Manhattan, N. Y., cosmetics, 100 shares common stock. Gwinn & Pell, 522 Fifth avenue. New York, N. Y.

Marie Rose Perfume Company, Manhattan, N. Y., has changed its name to Gans & Gray.

Standard Fruit Products, Inc., Wilmington, Del., syrups, fruits, extracts, \$100,000. Franklin L. Mettler, Wilmington, Del.

Liberty Chemical Co., Dover, Del., soaps, perfumes, extracts, 500 shares of common stock. Capital Trust Co. of Delaware.

A. William Herbst, Borough of Manhattan, N. Y., importers, exporters, \$15,000. J. A. Bolles, 522 Fifth avenue, New York, N. Y.

New York Scientific Cosmetic Laboratories, Borough of Manhattan, N. Y., drugs, 200 shares of common stock. J. A. Lazarus, 120 Broadway, New York, N. Y.

Rasofix Corporation of America, Borough of Manhattan, N. Y., cosmetics, \$60,000. E. Garrow, 305 Broadway, New York, N. Y.

The Dollup Perfumer Co., Manhattan, N. Y., has changed its name to Parfumerie Dollup.

Business Troubles

Solomon Meyerson, 844 Linden Boulevard, Brooklyn, N. Y., drug clerk. Liabilities, \$251,080; assets, none. Edward F. Green, Utica, N. Y., druggist Liabilities, \$27,007; assets, \$8,844.

Louis Di Giovanni, 99 Bay Twenty-sixth street, Brooklyn, N. Y., pharmacist. Liabilities about \$5,500; assets, none.

Jacob Wallach, 789 St. Mark's avenue, Brooklyn, N. Y., druggist clerk. Liabilities, \$8,201; assets, none. Karl Becker, 298 Sumner avenue, Brooklyn, N. Y., pharmacist. Liabilities, \$21,155; assets, none.

Ideal Store, 4721 White Plains avenue, N. Y., drugs. Liabilities, \$6,018; assets, \$2,268.

Aaron Mazelof, doing business as the Greeley Square Pharmacy, 532 Lefferts avenue, Brooklyn, N. Y. Liabilities, \$20,321.34; assets, none.

Harry Rothman, 27 East 175th street, New York, N. Y., drugs. Liabilities, \$12,322; assets, \$10,149, main item being stock and fixtures, \$7,330.

Merrisalco Food Products Corporation, 6726 New Utrecht avenue, Brooklyn, N. Y., food products, by Anchor Cap and Closure Corp., for \$450; Capstan Glass Company, Inc., for \$590.11; Reuben Sperber, for \$50.

Robert R. Ireland, Utica, N. Y., druggist. Liabilities. \$11,324; assets. \$4,174.

Gilmont Products Corp., 121 Varick street, New York, N. Y., manufacturers of tooth paste. Liabilities, \$206,166; assets, \$36,701; main items being stock, \$16,350; machinery and fixtures, \$18,806. Principal creditors listed are Department of Taxation and Finance, Albany, \$36,748; H. K. McCann Co., \$58,116; McKesson & Robbins, Inc., \$18,238; Atlantic Manufacturing Co., \$26,269. The Irving Trust Co. was appointed receiver by Judge Coxe.

Terri, Inc., 4 West 40th street, New York, N. Y., cosmetics. Liabilities, \$86,872; assets, \$14,361; main items being stock and fixtures, \$6,576; unliquidated claims, \$4,154. Principal creditors listed are American Lithograph Company, \$5,005; Dennison Manufacturing Company, \$6,167; B. H. Krueger, Inc., \$11,228; T. W. Lind Co., \$6,482; W. M. Hauch, \$13,972.

Leonard Faibisy, 609 West 146th street, New York, N. Y., pharmacist. Liabilities, \$4,212; assets, none.

Joseph C. Weller, 2395 Broadway, New York, N. Y., doing business as Theresa Pharmacy. Liabilities, about \$35,000; assets, about \$2,500. Continental Milk Products Co., Inc., for \$1,077; Tracy, Inc., \$50; Lupe, Inc., \$4.

Jacob H. Landres, 52 Broadway, New York, N. Y., druggist, has assigned to Joseph Klein, 731 Girard avenue, Bronx, N. Y.

Manhattan Chemical and Cosmetic Co., Inc., 37 Broome street, New York, N. Y., by Knox Glass Bottle Company, for \$325; Glass Manufacturers Outlet Company, \$900; Glickstein & Terner, Inc., \$300.

Clinton Drug Co., Inc., 2500 Seventh avenue, New York, N. Y. No schedules filed.

Louis L. Solano, 338 Pelham Road, New Rochelle, N. Y., pharmacy. Liabilities, \$14,800; assets \$9,000, consisting of stock and fixtures.

James Lovatelli, 124 West 55th street, New York, N. Y., sales manager. Liabilities, \$13,515; assets, \$585.

B. J. Dwyer, 1758 East Seventy-ninth street, Chicago, Ill., druggist. No schedules filed. Voluntary.

British Perfumery Industry Luncheon

At the fifth annual luncheon of the Perfumery Manufacturers' Section of the London Chamber of Commerce held in London on November 5, the parliamentary secretary to the board of trade pointed out in an address that the value of perfumery produced in Great Britain amounted to £3,115,000; that exports for 1928 and 1929 reached a value of £1,400,000, or more than one-third of the entire 1924 output. He held the view that the products of the British perfumery industry using duty-paid spirit were second to none in the world, notwithstanding an undeniable inclination of a large proportion of the purchasing public to favor perfumes bearing foreign names. He also referred to the heavy increase in the sales of inferior grade perfumery.

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A Survey of Technical Literature

by Col. Marston T. Bogert, Consulting Editor on Synthetics

THE following abstracts are made up from the technical literature of the perfume, toilet preparations, essential oil, synthetic and allied trades. They are intended to present a review of the industry's literature.

- 259. Official inspections. Foods and drugs. James M. Bartlett. Me. Agr. Expt. Sta., Official Insp. Bull. 131, 1-16 (1929). Of 113 samples of "Spirit of peppermint" examined, 24 samples were below standard in that they contained less than 10% of peppermint oil.
- Pine-needle extracts and pine-needle bath extracts.
 C. A. Rojahn. Pharm. Ztg. 74, 978-80 (1929). The results obtained in the examination of 22 different samples.
- 261. Australian sandalwood oil. F. L. Grinberg. Farm. Zhur. 1928, 247-8; Chem. Zentr. 1928, II, 821 (1928). The author reports the results of his investigation of an Australian product and reviews the literature concerning the chemistry and physical constants of such oils.
- 262. Australian sandalwood oil compared with the official. Edward Swallow. J. Am. Pharm. Assoc. 18, 684-6 (1929). The U.S.P. Sandalwood oil is obtained from Santalum album and must contain not less than 90% of alcohols calculated as Santaloi. Australian sandalwood oil is prepared from S. spicatum and contains 90-94% of Santaloi. Since clinicians report that the Australian oil is equal therapeutically to the U.S.P., it is urged that it receive recognition in that publication.
- 263. Composition of the volatile oils of Siler trilobum. B. N. Rutovskii and K. Gusseva. Riechstoffind. 1927, 230; Chem. Zentr. 1928, I, 267 (1928). The yield of oil from a number of samples averaged 3.27%. It contained d-limonene (55%), d-perillaldehyde (40%), and probably α-pinene and azulene.
- 264. The essential oils and oil content of native Hungarian thyme. Bela Gaal. Ber. ungar. pharm. Ges. 2, 217-47 (1926). The essential oil content of various wild thymes and the percentage of thymol therein are reported.
- 265. A new variety of wormwood from the lower Volga which has l-camphor as the principal ingredient of its essential oil. A. Richter, L. Kasakevich, O. Soholevskii and K. Suchorukov. J. exptl. Landwirtschaft Sudosten Europ-Russlands 4, No. 2, 10 p.; Chem. Zentr. 1928, II, 193 (1927). A species of artemisia contains 90.87% l-camphor and possesses valuable therapeutic properties.
- 266. Evaluation of Peru balsam. A. Tschirch, H. Rosenthal and G. Friedländer. Pharm. Acta Helv. 3, 85-8 (1928). Analytical data are recorded and discussed.
- 267. Examination of Peru balsam by means of capil-

- lary pictures and the quartz lamp. C. A. Rothenheim. Pharm.-Ztg. 74, 712-3 (1929). A continuation of the work of Rapp.
- 268. Synthetic perfumes. H. Stanley Redgrove. Science Progress 24, 72-80 (1929). An outline of the syntheses of organic isolates from natural perfumes.
- 269. Conjugated double bonds. VIII. Richard Kuhn and Alfred Winterstein. Helv. Chim. Acta 12, 498-8 (1929). The behavior of diphenyl hexatriene and diphenyloctatetraene with alkali metal is discussed.
- 270. Studies of anesthetic ethylene: 1. The odor of ethylene. H. S. Booth and M. B. Campbell. Anesthesia and Analgesia 8, 221-6 (1929). Pure ethylene possesses a characteristic sweet musty odor.
- 271. Aliphatic hydroterpenes. V. Longinov and Mlle. E. Margoliss. Bull. soc. chim. (4), 45, 156-67 (1929). Preparation and properties of geraniol, tetrahydrogeraniol, 2,6-dimethyl-7-octene and 2,6-dimethyl-6-octene are described.
- 272. Isopropyl alcohol. U. G. Bijlsma. Arch. intern. pharmacodynamie 34, 204-13 (1928). The use of isopropyl alcohol as a substitute for EtOH in cosmetics, mouth washes, etc. does not involve any health hazard. The physiological properties of isopropyl and ethyl alcohols are compared and discussed.
- 273. Detection of isopropyl alcohol in alcoholic preparations. C. Stainer and A. Lauwaet. J. pharm. Belg. 10, 167-9 (1928). Methods for the analysis of alcohols and acetone are reviewed with reference to the detection of isopropyl alcohol and the best method of determining the latter is pointed out.
- 274 Camphene from pinene hydrochloride. Hermann Gammay. U. S. Pat. 1,721,990, July 23, 1929. Less than the calculated amount of phenol or oleic acid is used and the portion consumed participating in the reaction is regenerated by an alkali compound such as NaOH in a continuous operation.
- 275. A study of the Japanese peppermint oil. III. Yeinosuke Shinozaki and Tohoru Nagazawa. Repts. Imp. Ind. Research Inst. Osaka, Japan, 10, No. 4 (1929). The oil of the wild Kusa-hakka resembles that of peppermint. It contains 1-menthone (40-50%), pulegone (20%), 1-menthol (30%) and small amounts of other constituents. True Japanese peppermint oil contains 1-limonene, menthone, inactive and d-isomenthone, menthenone, 1-menthol, α-pinene, camphene, ethyl amyl carbinol, β-γ-hexenol and some free and combined acids.
- 276. A peppermint oil from Canton Ticino. L. Rosenthaler. Pharm. Acta Helv. 3, 101-3 (1928). A sample of the oil from Capolago showed 47.8% of menthol.



Montreal

THE right of the T. Eaton Co., Montreal, to advertise drugs for sale in the Province of Quebec, is challenged in an appeal entered by the Pharmaceutical Association from a judgment in which the original action was dismissed on the ground that the drugs are sent into Quebec from the Province of Ontario and nothing in the Quebec law prohibits this. The case for the Pharmaceutical Association rests principally on the claim that there is a violation of the law in that the company circulates a catalogue in the Province of Quebec which constitutes an offer of sale.

Only 25 per cent of Canada's selling is done through chain stores according to a computation by the Dominion Bureau of Statistics in a return issued at Ottawa. The Bureau estimates that retail sales in 1929 totalled, approximately, \$2,000,000,000, of which \$400,000,000 worth was made by the chain stores. There are 350 chains of all kinds in Canada, of which 250 made a report to the Government in time for this survey.

Mrs. C. E. Frosst, wife of the president of Charles E. Frosst & Co., manufacturing pharmacists, entertained at dinner in honor of her daughter, Miss Stella Frosst.

Ald. L. Lippens, Montreal, a prominent druggist of that city, died as he entered the dining room of one of Montreal's hotels on January 26.

* * *

Winnipeg has been chosen for the 1931 Canadian Pharmaceutical Association convention city. A meeting of the Manitoba Pharmaceutical Association was held in Picardy Hall, Winnipeg, on December 1, with an attendance of 50 members to arrange a program and appoint committees to take care of this annual event.

Drug store burglaries still hold prominent places in the daily press of the country. Vancouver and Montreal seem to be the vulnerable points, judging by the number of reports received. Quite a number of the burglars who entered drug stores in 1930 have been before the courts and are now serving time for their offences.

Retail druggists of Ottawa held a meeting in the capital city recently to organize for the Ontario Retail Druggists Association convention in their city next summer.

. . . .

Ottawa retail druggists have formed a bowling league and are hard at it every Thursday afternoon.

Toronto

THE Privy Council, sitting in London on January 29, handed down a decision of far-reaching importance to advocates of price maintenance and other co-operative action by manufacturers in Canada. This was its dismissal of the appeal of the Proprietary Articles Trade Association (P.A.T.A.) from the decision of the Canadian Supreme Court. This former decision ruled that the Dominion Combines Act was valid and that the P.A.T.A. was an illegal combine under its terms.

The P.A.T.A. was organized in 1925 to combat price cutting on trade marked goods in the Dominion and sought to accomplish this end by agreements between manufacturer and seller. It was investigated in 1926 under the Combines Investigation Act, the result being that it was found to be a combine within the meaning of the act and to be operating "to the detriment of or against the interests of the public," which is illegal under the act. This was appealed on the ground that the Act itself was ultra vires, a contention now upheld by the Privy Council in a decision which finally makes price fixing by agreement illegal in the Dominion.

In the meantime, the P.A.T.A. has become practically quiescent and it is not anticipated that any further effort will be made on its behalf.

The first move towards the 1931 Convention of the Ontario Retail Druggists Association was made at a meeting held in the King Edward Hotel, Toronto, at which there were a great many travelling salesmen who call on the drug and perfume trade. Those present formed themselves into a committee to look after attendance and registration at the convention when it opens in Ottawa in May next.

T. N. Henderson, Vancouver, B. C., now retired from the drug trade, but formerly one of the most prominent figures in the trade in Western Canada, and the father of Leslie G. Henderson, president of the Canadian Pharmaceutical Association, recently represented the Dominion of Canada and the Canadian Club of Vancouver, when during a visit to New Zealand he placed a wreath on the tomb of former premier Wm. F. Massey of New Zealand. Mr. Henderson also placed a wreath on the tomb of Sir Joseph Ward, former premier of Australia.

Angus MacDonald, clerk in the Pacific Drug Co.'s store at Vancouver, recently emerged victorious from an encounter with bandits. With the aid of a customer

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he tackled two hold-up men who were rifling the till. One of the bandits, who were armed, was held until the arrival of the police, the other escaped.

A. R. Poole, vice-president and general manager of Pinaud, Ltd., Toronto, sailed for France on February 3 to look over the plant and lines of Pinaud in the French metropolis and select some items suitable for the Canadian trade.

Yardley House, Fleet and York streets, Toronto, was officially opened by Sir William Clark, K.C.S.I., K.C.M.G., High Commissioner for the United Kingdom in Canada, on Friday, Jan. 30. This is a new eight story building just completed on the waterfront at Toronto. The Province of Ontario and the City of Toronto were officially represented at the opening of this Canadian branch of the English soap manufacturing concern. T. A. McGillivray is president of the Canadian Yardley Co. and M. B. McGillivray is vicepresident of the company.

A number of important visitors were in Toronto recently, in the persons of Ralph W. Barton, sales manager, Sterling Products, Windsor, Ont.; Frank P. Tobin, Canadian manager of Weco Products Co.; C. H. Lander, general sales manager of National Drug & Chemical Co., Montreal. They were registered at the Royal York Hotel and were in attendance at a meeting of manufacturers selling to and through the drug trade.

Frank E. Thomas, Ontario representative for Soaps-Perfumes, Ltd., Toronto, died suddenly at London, while on the road in the interests of his firm. He sustained a stroke. He was 43 years of age, and had just been promoted manager for his company of the branch at Winnipeg.

The Northam Warren Corporation, Canada, held a sales convention for the company's staff in Montreal just at the commencement of the year. R. F. Merkley, Canadian sales manager and factory superintendent, directed the sessions.

John S. G. Cornell, former retail druggist and president of the Rhinehart Brewery Co., Toronto, died of heart failure during the month just past.

. . .

Death has been busy in the ranks of Canadian pharmacists of late. Last month Fred. A. Girdwood, Perth, Ont., while visiting his sick daughter in the Perth Memorial Hospital took suddenly ill and died. George B. Fowler, for many years a retail druggist in Ottawa, died last month in hospital at Ann Arbor, Mich. John T. Mitchell, gold medalist of the O.C.P. in the early days of the college, died at his home in Tillsonburg, Ont., recently. Benjamin Batchelor, aged 75, died at his home in Brantford, Ont., a month ago. Dr. M. C. Dewar, London druggist, died in St. Joseph's Hospital, that city, a few days ago. R. M. Taylor, aged 73, died last month at Port Dover, Ont. George F. Stayner, for 25 years a druggist in Brockville, Ont., died on Jan. 13, after an illness of six months. Sutherland Johnston, retired druggist of Sarnia, Ont., died suddenly recently. He was 75 years of age.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasica tween the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

Picture of Walter R. Wilson in European or English clothing and in Indian Regalia. Patent medicines and toilet preparations. Walter R. Wilson, Kitchener, Ont. "Parfums Marlaine". Toilet preparations. Parfums

Marlaine Limited, Montreal, Que.

"Another Day" Toilet preparations. Evenod Perfumer Inc., city and state of New York.

"Oriental Balm" disposed in one line and "Little's" disposed in a line above, the whole enclosed in a rectangular frame formed by the representation of a twisted rope. Balms. Little's Oriental Balm and twisted rope. Balms. Little's Oriental Balm and Pharmaceuticals, Ltd., Madras, India. "L O B" disposed in a circle eclosing the geographi-

cal representation of India. Balms. Little's Oriental Balm and Pharmaceuticals, Ltd., Madras, India.

Pink and white checkered device and a silhouette within a circle. Toilet powder, cleansing cream and cold cream. The Armand Co., a corporation of the city of Des Moines, Ia.
"A 1" Flavouring essences. Brand Co. Ltd., 72-84 The Armand Co., a corporation of the

South Lambeth Road, London, England.
"Betty" and below same "Faye", both in heavy fancy script. Toilet preparations. Viviny Perfumers, a corporation of New Haven, Conn. lo-ray". Nail polish and nail pol

Inc., a co., "Glo-ray" "Glo-ray". Nail polish and nail polish remover.
The Gloray Co., Long Island City, N. Y.
"Frostilla". Toilet preparations. Flora Holmes
Shoemaker, trading as The Frostilla Co., Elmira, N. Y.

Picture of a dragon fly or moth known as the "Water-rince" suspended over reeds or cat-tails at the edge Prince" of a body of water; underneath the picture is a slogan "Quality's Moisture Protection." Sheets made of regenerated cellulose. Sylvania Industrial Corporation, corporation of the State of Delaware, and located in the city and state of New York.

PATENTS

307,558.-Face Powder Box. Charles Davis, Neuilly-

307,639.-Method of Making Container Covers. The American Can Co., New York, assignee of John M. Hothersall, Brooklyn, both in New York. 307,944.—Container for Cosmetics, etc. The Quaker

Silver Co., Attleboro, Mass., assignee of James W. Jennings, Providence, R. I. 308,116.—Tissue Pad. The Cellulose Products, Inc.,

Shamokin, Pa., assignee of Kurt Wandel, New York.

Glass bottle, the side walls being depressed centrally, the interior surface of the walls being concave-convex and the interior surface of the bottom being convex.

Andrew Jergens Co., Ltd., Perth, Ont.

Glass bottle of rectangular shape with bevelled edges, a slightly recessed base and a contracted or sprinkler neck, the said neck being made for screw cap closing Lambert Fesler Inc., St. Louis, Mo.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade-marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication. Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be ad-

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue New York City

Note-Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

290,117.—Elizabeth Colette, New York, N. Y.

(1926.)—Cleansing cream.
290,855.—A. Ortiz Y. Palacios, Fuencarral, Madrid,
Spain. (Feb. 22, 1910.)—Soaps.
293,058.—McKesson & Robbins, Inc., Bridgeport,
Conn. (Sept. 1, 1929.)—Shaving soap in solid or

paste form, and soap. 294,043.—The Dow Chemical Co., Midland, Mich. (1917.)—Food preservatives and synthetic flavoring for use in confectionery and foodstuffs. 296,233.—Nordsee-Laboratorium Dr. Fritz Schroeder

Gesellschaft mit Beschrankter Haftung, Insel Borkum, Germany. (Sept. 23, 1929.)—Cosmetic cream. 298,148.—Lola A. Casnati, New York. (Mar. 28,

1930.) -Skin Creams. 298,454.-Frederick Mirsky, doing business as Swed-298,454.—Frederick Mirsky, doing business as Swedish Imports & Exports Co., San Francisco, Calif. (Jan. 10, 1928.)—Face Creams and Hand Creams. 299,227.—Albert B. Plater, doing business as Lovlitone Co., Grosse Pointe Park, Mich. (Sept. 10, 1929.)—Skin Lotion, Face Powder. Deodorant, Bath Salts, Hair Tonic, Hair Dressing, Etc. 300,042.—The J. B. Williams Co., Glastonbury, Conn. (Apr. 22, 1930.)—Boxes made from synthetic resing of the character of or re-

or other synthetic material of the character of or re-sembling "Bakelite" and used to contain soap in the form of cake, stick, cream, powder, and liquid and for

other toilet preparations. 300,663.—Red Star Yeast & Products Co., doing business as National Distilling Co., Milwaukee, Wis. (Dec. 4, 1929.) - Grain Alcohol.

301,434.—Henri S. Gompes, New York, N. Y. (Apr. 1, 1930.)—Toilet Preparations.
301,964.—Mackie Pine Oil Specialty Co., Inc., Covington, La. (Apr. 17, 1928.)—Pine Oil.
302,009.—Hildur Phillips, New York, N. Y. (May 19, 1930.)—Cold Cream.
302,350.—Kirkman & Son, Brooklyn, N. Y., assignor, by mesne assignments, to Kirkman & Son, Inc., a corporation of Delaware. (May 15, 1930.)—Soap chips for laundry and dish washing.
302,891.—J. H. Cowell, doing business as Mid-Co. Products Co., Kansas City, Mo. (Jan. 1, 1930.)—Hand soap.

Hand soap.

302,964.—Oralox Laboratories, Brooklyn, N. Y. (Mar. 15, 1930.)—Mouth wash.

303,039.—Veteran Hand Soap Co., Inc., Long Island City, N. Y. (June 12, 1930.)—Hand soaps. 303,616.—The Stover Co., Oakland, Calif. (June 24,

1929.) - Face and hand cream.

1929.)—Face and hand cream.
204,275.—Eldorado Hosiery & Perfume Shops, Inc.,
New York, N. Y. (Sept. 11, 1929.)—Lip stick, rouge,
face powder, skin cream, face lotion, and hand lotion.
304,468.—E. R. Mansfield Co., Inc., doing business
as Ermco Laboratory, Los Angeles, Calif. (May 1,
1930.)—Cosmetics, beauty preparations, barbers' supplies, and medicinal preparations.
305,247.—Carle Inc. Des Moines Inc. (May 15)

305,247 .- Carle, Inc., Des Moines, Ia. (May 15, 1930.) - Perfume.

305,304.-Joseph Zuckerman, Calexico, Calif. (Aug.

305,304.—Joseph Jordan, A. G., Chemnitz, Germany. 305,334.—H. Th. Bohme, A. G., Chemnitz, Germany. (May 22, 1930.)—Soaps and soap preparations. 306,067.—Hope Porter, Boonton, N. J. (July 1, 1930.) -Cosmetics.

306,605.—Albert H. Hoppe, Inc., St. Louis, Mo. (July 1, 1930.)—Face powder, lipstick, massage cream, mascara, embalming fluid, disinfectant and preserving face cream, rouge and tissue stain.

306,688.—H. Th. Bohme A. G., Chemnitz, Germany. (June 30, 1930.)—Soaps and soap preparations. 306,820.—Liberty Watch Case Co., Inc., New York, N. Y. (Oct. 7, 1930.)—Empty base metal and pyroxylin vanity cases, compact boxes, powder boxes, and

rouge boxes. 306,911.-Fuller Wishart, Charlotte, N. C. (Feb. 1, 1930.) - Face powder.

307.003.-Lentheric, Inc., New York, N. Y. (Oct. 16, 1930.)—Perfumes and toilet waters. 307,012.—The Pharma-Craft Corp., Louisville, Ky.

Oct. 15, 1930.)—Deodorants.
307,236.—T. C. Whitlock, Winston-Salem, N. C.
(Jan. 1, 1930.)—Preparation for removing dandruff, relieving itching and irritation of the scalp, and for promoting the growth of the hair. 307.416.-Nyal Co., Detroit, Mich. (July 20, 1928.)

Toilet preparations. 307.500.—The Lamp Studio, Utica, N. Y. (July 21,

307,300.—The Lamp Studio, Citea, N. T. (1943) 21, 1930.) —Soap. 307.646.—Charles Woodberry, doing business as Woodberry Soap Co., Cincinnati, Ohio. (Oct. 13, 1930.) —Antiseptic and cleansing powder. 307.684.—Benjamin Mevers, doing business as Universal Solvent Products Co., New York, N. Y. (Aug. 10, 1929.)—Solvent cleanser for the hands and for

10. 1929.1—Solvent cleanser for the hands and for cleaning bathtubs and metallic or earthen ware.

307.762.—Ernest Baum, doing business as Ernest Raum Products Co., Los Angeles, Calif. (Oct. 1, 1930.).—Permanent hair-waving solution.

307.833. 307.834.—Societe des Parfums Weil (Societe Anonyme) Paris, France. (Dec. 21, 1927.)—Toilet prepagations.

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TRADE MARKS 3/PACULINE "WHEN Approved M279.948 M 279.844 MEETS 298.148 MARBELITE CASTIL 300.042 HENRI S. GOMPE 290,855 305,304 <Dow> 301.434 294.043 VELVET 293,058 A BIENTOT ToucH 296,233 307.003 ORALOX 303.616 306.605 302,964 Les Changes de Pers 302,009 Wasko 304,275 307.684 302,891 305.334 300.663 PETALS ermco WEITERN interlude 306.911 307, 834 303099 304.468 Amendol L'AME PERDUE CA HERMINE Rollette 306,688 307,833 INDIAN MINERAL WELLS 308.447 307,012 306,820 308.442. MADGE CIR.CUS CAROLINA LA JOIE 307.500 ROSE Mureaxia 307.856 308.889 JEAN PATOU 308,553 308.087 Supha CARAVAN 307.762 308.703 Lovin ZYROL 1) alon CHER> 299.227 307.990 307.416. 307,236 SUE-E GOLD-BAND GINGARUM 30 8. 606 MAY-BE 308,829

ARPEGE

307.646

307,856.—Madge Richey, doing business as Madge, Washington, D. C. (Oct. 7, 1930.)—Toilet prepara-

HYROX

307,972.—Five-In-One Manufacturing Co., Kansas

City, Mo. (Nov. 8, 1930.)—Brilliantine. 307,978.—Kissproof, Inc., Chicago, Ill. (Aug. 1,

1929.)—Lip sticks, face powder, and rouge.
307,990.—The Procter & Gamble Co., Cincinnati, Ohio.

307,990.—The Procter & Gamble Co., Clincoll.

(July 26, 1930.)—Soap for degumming silk.

308,087.—Société Anonyme Jean Patou, Paris,
France. (Aug. 13, 1930.)—Perfumes, toilet waters,
face powder, talcum powder, sachet, brilliantine, etc. 308,088.—Société Anonyme Jean Patou, Paris, France. (Jan. 8, 1925.)—Perfumes, toilet waters, face

powders, talcum powder, etc. 308,210.—The Marchford Laboratories, London, Ontario. Canada. (June, 1930.)-Preparation for the

treatment of hair.

308,312.—Vincent Quartararo, doing business as
Hydrox Chemical Co., Brooklyn, N. Y. (Mar. 18, 1930.)

Liquid cleansing compound having disinfectant

properties. 308,340.—J. C. Penney Co., Wilmington, Del., and New York, N. Y. (Oct. 17, 1930.)—Toilet prepara-

308,442.-Indian Mineral Wells, Inc., St. Mat-

thews, Ky. (Oct. 1, 1930.)—Extracts. 308.446.—Lanvin Parfums, Inc., Wilmington, Del., and New York, N. Y. (June, 1928.)—Perfume extract.

308.447.—Lanvin Parfums, Inc., Wilmington, Del., and New York, N. Y. (June, 1928.)—Perfumes and

toilet water. 308,481.—Adah Mae Dare, Detroit, Mich. (Apr. 3, 1930.)—Skin creams, skin tonic, astringents, muscle

oil, and oil lotions for smoothing and softening the

308,709

ALABASTER

309.140

308,340

SHORE CLUB

309.013

308.088.

Cos-Mat

308,553.—The Pureoxia Co., Boston, Mass. (June 9, 1930.) - Extracts.

308,587.—William A. Holt, Tulsa, Okla. 1930.) - Preparation for removing dandruff.

308,606.—Sylvania Industrial Corp., New York, N. Y. (Dec. 1, 1930.)—Sheets made of regenerated cellulose. 308,648.—David E. Smith, doing business as Invigo Chemical Co., Baltimore, Md. (Oct. 1, 1930.)—Hair tonic.

308,703.—C. A. Peeler, doing business as Cheerwine Bottling Co., Salisbury, N. C. (Jan. 20, 1929.)—Ex-

308,709,--Van Dyk & Co., Inc., New York City. Jos. 1930. Van Dyk & Co., Inc., New York Chy. (Jan. 1, 1930.) — Extracts. 308,829.—The Hewitt Bros. Soap Co., Dayton, Ohio.

(Jan. 1, 1923.)—Soap. 308,889.—Frederick E. Ischerland, Flint, Mich. (Oct.

15, 1930.) - Hair tonic.

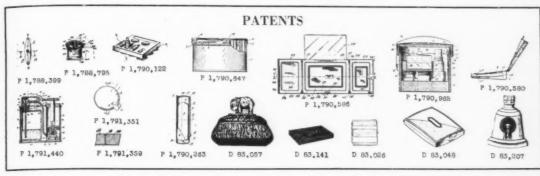
309,012.—Samuel Tinsky, doing business as Trymore Laboratories, New York, N. Y. (Aug. 20, 1930.)— Shaving cream.

309,013.—S. F. Weinerowski, Racine, Wis. (Aug. 1,

1930.)—Extracts. 309,140.—The Procter & Gamble Co., Cincinnati, Ohio. (Nov. 1, 1930.)—Soap in comminuted form.

Patents Granted

1,788,399. Catch Means for Vanity Cases. John L. McAtree, Brooklyn. N. Y., assignor to Scovill Manufacturing Company. Waterbury, Conn., a Corporation of Connecticut. Filed Mar. 17, 1928. Serial No. 262,536. 9 Claims. (Cl. 132—83.)



1. In a vanity case, a body member forming a compartment, a cover member for the compartment, bezels secured in the body and cover pivotally associated on a hinge and acting to pivotally associate the body and cover, a socket located between the bezels, said bezels being formed with depressions to receive the socket when the box is closed, a catch member movable in the socket and having a flange, and a projection on each of the members engaged and released by the movement of the flange for holding and releasing the members.

1,788,795. Valve-Controlled Closure for Bottles Containing Carbonated Beverages. Fairfield W. Hoban, New York, N. Y., assignor to Fairfield Specialties Corporation, New York, N. Y., a Corporation of New York, Filed May 2, 1929. Serial No. 359,804. 16 Claims. (Cl. 215—74.)

16. A device of the character described comprising a recessed member of resilient or yieldable composition having a discharge orifice, valve means disposed therein for controlling said orifice, a base member of like material having a passage therethrough adapted to communicate with the recess in said first member, a flexible, annular flange on the lower end of said base member providing therewith a recess in communication with said passage, and adapted to be pneumatically forced against the lip of a bottle or container, a ferrule receiving said members and interlocking therewith to retain the same against separation in fluid tight re-lation to each other, and means on said ferrule adapted to engage the lip of said bottle or container and retain

said resilient base member in position thereon. 1,788,848. Process of Bleaching Soap. Charles Frank Schumaker, Syracuse, N. Y., assignor to The Mathieson Alkali Works, Inc., New York, N. Y., a Corporation of Virginia. Filed June 26, 1928. Serial No. 288,544. 11 Claims. (Cl. 87—16.)

The process of bleaching soap which comprises subjecting the soap to a milling operation in intimate admixture with solutions of sodium hypochlorite and formaldehyde.

1,789,352. Process for Obtaining Isoeugenol. Thomas S. Carswell, St. Louis, Mo., assignor to Monsanto Chemical Works, St. Louis, Mo., a Corporation of Missouri. Filed Dec. 22, 1927. Serial No. 242,016.

(Cl. 260-153.)

1. In a process for obtaining or producing isoeugenol, the procedure consisting in subjecting a mixture of alkyloxy-isoeugenol and alkyloxyisochavibetol to such treatment as to convert said mixture into the calcium salts of the isomers and separating the calcium salt of alkyloxyisoeugenol from the calcium salt of alkyloxyisochavibetol.

1.790.122. Stand for Manicure Sets. Fernand Tourtois. New York, N. Y., assignor to Coty, Inc., New York, N. Y., a Corporation of Delaware. Filed Nov. 30, 1929. Serial No. 410,696. 9 Claims. (Cl. 132—79.)

1. In a stand for toilet bottles a base having a number of concavities therein, a series of bottles fitting such concavities so that said bottles will rest securely

in a perpendicular or horizontal position.

1.790.263. Holder for Stick Material. Charles N.
Corvell. Mamaroneck, N. Y. Filed July 14, 1927.
Serial No. 205,609. 6 Claims. (Cl. 206—56.)

A container comprising a holder tube having a longitudinal slot in its side wall and a finger piece at the edge of its open end, a carrier member telescoping within said holder tube and having a finger engaging projection extending out through said slot, a cover newspace companions a chirt fitting and state. member comprising a skirt fitting and extending a little more than half around said tube and the greater part of the length thereof to cover said slot, said skirt having a notch forming arms, a pivot pin passing through said arms and the lower end of said tube, a cap having a depending lip having snap engagement with the upper edge of said tube and a notch to accom-

modate said finger piece.

1,790,580. Powder Sifter. William Friedman, New York, N. Y., assignor to Lupé, Inc., New York, N. Y., a Corporation of New York. Filed June 24, 1929. Serial No. 373,201. 8 Claims. (Cl. 132—83.)

8. A container comprising in combination with a sifting closure, means for constantly pressing contents of said container toward the sifting closure, said means comprising a one piece leaf spring structure one portion of which bears against the case and another portion of which presses toward the sifting closure by the inherent resiliency of the leaf spring

1,790,586. Cosmetic Container. Joseph Leshin, Bronx, N. Y., assignor to Majestic Metal Specialties, Inc., New York, N. Y., a Corporation of New York. Filed May 31, 1929. Serial No. 367,571. 6 Claims. (Cl. 132-83.)

In a cosmetic container, in combination, a body container, a reflective cover for said body container, two compartments hingedly attached to opposite portions of said body container, said compartments meeting over said cover when they are in closed position, a cover for one of said compartments, an extended flange carried by one said compartment, means whereby the other compartment will abut upon said flange when said compartments are in closed position, retaining said compartments in closed position and exterior means for releasing said second compartment from said retaining position.

1,790,647. Container. Charles A. Anthony, New York, N. Y., assignor, by mesne assignments, to Metal Package Corporation, New York, N. Y., a Corporation of Delaware. Filed Oct. 15, 1927. Serial No. 226,313. 4 Claims. (Cl. 131—51.)

4. A container comprising a body and a removable cover therefor provided with an upper wall, said cover having an opening extending through said upper wall, grooves formed in said wall for retaining an object and a removable plate in said cover normally closing said opening but permitting said container to be used as a refuse receiver without removal of said cover after said plate has been removed therefrom.

1,790.962. Receptacle. Louise Easton Westing, New York, N. Y., assignor to Dorothy Gray. Bloomfield, N. J., a Corporation of New Jersey. Filed Sept. 9, 1930. Serial No. 480,738. 4 Claims. (Cl. 132—79.)

1. A receptacle comprising, in combination, a casing having a plurality of sockets interiorily of its bottom, (Continued on Page 796)

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Grasse Report for February

From Our Own Correspondent

UR market has embarked upon the year 1931 without giving any signs of faith in the early return of movement and life, thereby revealing the uncertainty which weighs down upon the trade at the threshold of a year which holds the secret of trials and achievements within its portals. Economists deluge us with arguments predicting the course business will follow, and while some assure us that we are only entering that stage of the depression where the most severe effects are still to be felt, others express the conviction that we have already seen the worst of our misfortunes. It is a risky business to adopt either of these two preconceived views.

The year which has just come to a close will be especially remarkable because certain products de-

clined further in twelve months than ever before over a period of years. The lowering price trend continuing all through this period has naturally led buyers to buy only as and when their requirements make it necessary, the result of which has been to put a damper on speculation. At this moment it may be said that there is nothing to indicate any early reestablishment of old prices, but since the stocks on hand are in great part figured at their lowest, we believe that a revival of

business will bring with it a rise in the prices of many of the essential oils. Moreover, there could be no time better than the present in which to cover one's needs, for the next few months at least.

January has witnessed all sorts of weather: cold, rain and windstorms. The cold wave which struck France early in the month did not spare the Côte d'Azur along the Mediterranean. We registered as low as 30° F., and for a number of days the thermometer kept within 45° F. All in all, the highest point reached was 55° F. The night from the 13th to the 14th was especially cold, soft snow fallen the night before giving rise for a moment to fears that the crops were going to suffer. But, to our knowledge, no frost was reported felt along the surface of the

The perfume plants are mostly in a state of complete repose and the atmospheric conditions have not hurt them nor hindered the development of plants growing or flowering in the winter, such as the violet and the mimosa. In the rose gardens, the work at this time of the year is already part way finished. As regards jasmin, the last crop of which put no money into the pockets of the producers, who are now anxious

to know what lies ahead for them in the coming campaign, it should be pointed out that many are figuring that part of their plantations will have to be dug out to make way for truck farming crops whose market is assured and whose profits are more regular.

Violet

Since the war Parma violets have been gathered in ever-diminishing quantities. Plantations are wiped out one after the other in consequence of a malady which for a number of years has been devastating this crop. At one time the violets were brought from Italy in large numbers and helped to round out our own production. But today they are altogether out. Some new plantations, it is true, are heard of, but

their development is a matter of much time and for the present the perfumery business had better not count on any additions from that source.

Flowering of the Victoria violet has commenced but every one knows that the production all goes into the florist business for bouquets. The grower finds most of his profit there as the price of the bouquet varies today from 230 to 480 francs per hundred, depending on the size and beauty of the flowers. The perfume trade will not be

able to assure itself of its requirements till along toward the end of February when the temperature no longer permits long distance shipments; these requirements, however, keep shrinking from day to day. It can already be foretold that buyers will all be taken care of at a price which will probably amount to the same as that paid last crop.

Parma violet concrete is nowhere to be found. We do not foresee any change in the quotations on Victoria violet concrete nor on the violet leaves.

Mimosa

The mimosa at this season continues to be cut at the stem and shipped in baskets, as contracted flowers, at a price of 20 to 30 francs per kilo. They will not be used by the perfumers till later on and everything seems to indicate that although requirements may amount to not a little they will be easily provided for.

Orange

Despite the cold spell in the first half of January, the orange trees have suffered comparatively little even in the cold zones. The trees are in good condition and a good crop is expected.



Synthetics and Derivatives

THE market is in much better shape than it was at the time of our review of last month. At that time, business was limited to small lots and there seemed to be little indication of the imminence of any real improvement. However, in the interval, some of the larger consumers have apparently reached the quite sound conclusion that the present market is an excellent one for the buyer. Acting on this, they have been in with substantial orders for some of the bulk items and have also taken on fair quantities of the smaller and more expensive items.

The prices at which this business has been done have not been all that sellers have wished for competition has been quite keen. On the whole, however, the list of synthetics was never in the condition which has been reached in the essential oil group. Prices have declined, it is true, but they have not reached wholly unprofitable levels excepting in a few items. Hence, the results of the recent purchasing have been much more satisfactory to the manufacturer and importer of synthetics than to the dealers in essential oils. In short, the market in this group is doing nicely and sellers seem to be well satisfied with the present trend. They are worrying only about how long it is likely to last.

While there has been no further actual decline in anethol, the market is still unsteady owing to the unsettlement of the raw material. The makers still indicate that some further shading of the price is possible in the near future. Eugenol is also in a position where a decline is not unlikely. This may also be affected by the fact that business in the item is far from what the producers would like to see it. Vanillin has not responded to the lower price of clove oil. Doubtless this is due to the fact that only a minor portion of the vanillin now available in the market is made by this process. There has been some fair business in it but it has not been done at below the quantity schedule of the makers. Coumarin is fairly active in some quarters but can be shaded at resale.

Geraniol has been in reasonably good demand and it is reported that one or two of the large soap makers have been buying in quantity but the reports also indicate that prices on this business have been cut to the point where there is nothing in it for anyone. Linalool has been quiet and linally esters have been moving in only small volume. Low prices of lavender oil have had their effect upon the market for these items.

The musk situation continues unchanged with prices (Continued on Page 794)

Essential Oils

THE market has been somewhat more active during the last few weeks than was the case during the closing days of last year and the opening weeks of 1931. Some of the larger industrial consumers of oils have been in the market for substantial quantities in an effort to take advantage of the extremely low levels which prices have reached. There has also been a considerable volume of small business which has kept the importers and dealers busy.

At the same time, this activity has meant little to the trade excepting the doubtful opportunity of cashing losses. Prices on the entire list of oils have reached the point where almost anything which is sold must be at levels below the actual cost of the material to the seller. Some of these losses have been small but on most of the bulk items on the list prices have declined from thirty to sixty per cent since present stocks were purchased with the result that buyers are most favorably placed and sellers most unfavorably. Nor has the increase in purchasing resulted as yet in any strengthening of prices.

Goods are in hands rather anxious to realize cash on their stocks. The result is that any orders which put in an appearance are subject to the depressing effect of price competition operating in an extreme form. In order to secure a share of the business the stronger holders are forced to meet this competition. This they are doing in the majority of instances with a corresponding depressing effect upon the general market position.

It is a situation in which the buyers should profit, and some of the larger ones are taking advantage of it. They cannot be blamed for this, of course, but some of them would appear to be driving the thing a bit too far when they also demand contractual protection against decline before they place orders. This is obviously unfair to the sellers and is certain to result in evils of one sort or another—evils which are likely to prove costly to the purchasers later on and disturbing to the entire trade as well.

Floral products are suffering less in this market than are some of the other groups but reports from French primary markets are to the effect that prices there are greatly depressed and that heavy stocks remain unsold with a resultant weakness in current quotations. This, of course, has been reflected in prices here and in general the group seems to lack stability. Should another crop further add to supplies and further depress the market, it is not improbable that its effect will be to curtail production of flowers and

(Continued on Page 794)

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Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL	OILS		Garanium cont			Saga Claws	25 00@	Nr
ESSENTIAL			Geranium, cont. Spanish	16 00@		Sage, Clary	133.00@	Nom.
Almond Bitter, per lb.			Turkish (Palma	10.000		dia	8.50@	9.00
S. P. A			Rosa)	2.75@	3.15	Australia	5.90@	
Sweet True	.51@		Ginger		5.65	Sassafras, natural	1.40@	
Apricot Kernel			Gingergrass		3.15	artificial	.29@	.34
Amber, crude			Grape Fruit	5.25@	6.00	Savin, French	2.35@	2.60
Ambrette, oz			Guaiac (Wood)			Snake Root	11.50@	13.00
Amyris balsamifera .			Hemlock	1.20@	* * * * * *	Spearmint	2.70@	
Angelica Root			Hops(oz.)		14.00	Spruce	1.20@	
seed			Horsemint	4.25@ $24.00@$		Styrax		
Anise, tech	.53@	Nom.	Juniper Berries, recti-	24.0000		Tansy	3.00@ $1.75@$	
lead free, U. S. P	.60@	.65	fied	2.10@	2.50	Thyme, red	.90@	
Araucaria	1.75@	1.85	Juniper Wood	.60@	.62	White	1.05@	
Aspic (spike) Spanish	.70@	.85	Laurel	15.00@		Valerian	8.00@	
French	.80@	1.00	Lavender, English			Verbena	3.75@	7.00
Balsam Peru	6.00@		French	2.40@	4.50	Vetivert, Bourbon	5.50@	8.50
Balsam, Tolu, per oz.			Garden	.50@	.55	Java	10.00@	25.00
Basil	50.00@	0.05	Lemon Italian	.95@	1.20	East Indian	30.00@	
Bay, Porto Rico		2.35	Calif	.85@	1.10	Wine, heavy	1.80@	2.00
West Indies	2.15@ 2.45@	$\frac{2.35}{2.55}$	Lemongrass	.65@	.80	Wintergreen, Southern		
Birch, sweet N. C	1.90@	2.15	Limes, distilled	7.75@	9.00	Penn. and Conn	7.75@	8.50
Penn and Conn	3.00@	4.00	expressed		16.00	Wormseed	3.80@	4.10
Birchtar, crude	.15@	4.00	Linaloe	2.35@	2.55	Wormwood	5.75@	6.25
Birchtar, rectified	.50@	.55	Lovage	27.50@ 1.40@		Ylang-Ylang, Manila		
Bois de Rose	.90@	1.45	Mandarin	5.75@	9.00	Bourbon	6.00@	10.00
Cade, U. S. P	.30@	.35	Marjoram	6.25@	0.00	TERPENELES	ZIIO Z	
Cajeput	.75@	1.20	Melissa	5.00@		ma.	5.75@	6 00
Calamus	3.10@	3.35	Mirbane			Bay Bergamot		6.00
Camphor "white"	.19@	.23	Mustard, genuine		12.00	Clove	5.15@	11.00
sassafrassy	.22@	.25	artificial	1.80@	2.00	Coriander		
Cananga, Java native	2.25@	2.40	Myrrh			Geranium	9.00@	13.50
rectified	2.65@	2.95	Myrtle	4.00@		Lavender	9.00@	
Caraway Seed, recti-			Neroli, Bigarade, pure			Lemon	8.50@	
fied	1.70@		Petale, extra		275.00	Lime, Ex		
Cardamon, Ceylon			Niaouli				85.00@1	
Cascarilla		Man	Nutmeg	1.40@		bitter		115.00
Cassia, 80@85 per cent rectified, U. S. P.	1.10@	Nom. 1.35	Olibanum	6.50@	0.10	Petitgrain		6.50
Cedar Leaf	1.00@	1.25	Orange, bitter sweet. W. Indian	2.70@ 2.40@	$\frac{3.10}{2.75}$	Rosemary		3.75
Cedar Wood	.49@	.53	Italian	2.40@	2.95		90.00@	
Cedrat	4.15@	100	Spanish	3.00@	3.50		35.00@	05.00
Celery	8.00@	10.00	Calif. exp	2.80@	3.05	Ylang-Ylang	28.00@	35.00
Chamomile (oz.)	3.50@	5.00	dist	1.20@	1.40	OLEO-RESI	NS	
Cherry laurel			Origanum, imitation .	.50@	.85			- 00
Cinnamon, Ceylon		15.00	Orris Root, concrete			Benzoin	2.50@	5.00
Cinnamon, Leaf	2.25@		domestic (oz.)	7.00@	9.00	Capsicum, U. S. P.	9.000	
Citronella, Ceylon	.50@	.55	foreign (oz.)	7.00@	9.00	VIII.	3.60@	
Java	.54@	.60	Orris Root, absolute			Alcoholic	3.50@ 3.25@	
Cloves Zanzibar	1.80@	2.00	(oz.)	90.00@		Ginger, U. S. P. VIII	3.00@	
Cognac		28.00	Orris Liquid	22.00@		Alcoholic	3.25@	4.60
Copaiba	.68@	.75	Parsley	8.00@	9.25	Malefern	1.45@	1.60
Coriander	5.50@ 5.25@	$6.00 \\ 5.75$	Patchouli	5.15@	6.00	Oak Moss		15.50
Croton	3.00@	3.25	Pennyroyal, American	1.85@ 1.30@	2.15	Olibanum	3.25@	
Cumin	7.50@	8.00	French			Orris	17.00@	28.00
Curação peels	5.25@	0.00	Peppermint, natural.		2.40	Patchouli	16.50@	18.00
Curcuma	3.00@		redistilled	2.30@	2.65	Pepper, black	4.00@	4.60
Cypress	4.75@	5.00	Petitgrain, So. Amer.	1.45@	1.75	Sandalwood	16.00@	
Dillseed	4.00@	5.50	French	2.40@	2.65	Vanilla	6.75@	8.75
Elemi	1.65@		Pimento	2.10@	2.75	DERIVATIVES	ANTO	
Erigeron	1.40@	1.50	Pine cones	3.75@				
Estragon	38.00@		Pine needle, Siberia .	.71@	.80	CHEMICAL		
Eucalyptus Aus.			Pinus Sylvestris	2.00@	2.15	Acetaldehyde 50%	2.00@	4.00
(U. S. P.)	.37@	.43	Pumilionis	2.55@		Acetophenone	3.50@	4.00
Fennel, Sweet	1.15@	1.30	Rhodium, imitation	2.00@	4.50	Acetyl Iso-eugenol	9.00@	40.00
Galbanum	26.00@		Rose, Bulgaria (oz.)	11.00@	30.00	Alcohol C 8	20.00@ 40.00@	70.00
Galangal	24.00@		Rosemary, French	.55@	.60		30.00@	50.00
Geranium, Rose,	1000	4.25	Spanish	.38@	.43	C 10 C 11	35.00@	60.00
Algerian Bourbon	4.00@ 3.75@	3.95	Rue	3.15@ 3.00@		C 12	25.00@	50.00
Dogroom	0.10(0)	0.00	wage	0.00(a)		J	-0.006	

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Aldehyde C 8	55.00@	D	Hydratropic Aldehyde	25.00@	27.50	Vanilla Beans		
C 9			Hydroxycitronellal	5.50@	10.00	Mexican, whole	4.00@	5.50
C 10				2.65@		Mexican, cut	3.25@	
C 12				2.30@ 3.25@		Bourbon, whole		
C 14 (so-called)	15.00@	35.00	Iso-butyl Benzoate	2.75@		South American	3.00@	3.25
C 16 (so-called)	20.00@	40.00	Iso-butyl Salicylate .	3.00@		TINCTUR	ES	
Amyl Acetate	.85@		Iso-eugenol, dom	5.00@				04.00
Amyl Cinnamate				5.00@		Ambergris	1.75@	24.00
Amyl Cinnamic Alde-		U	Iso-safrol	1.75@		Civet	3.00@	
hyde		7.50	Linalool	2.65@ 3.75@		Musk, nat	32.00@	0.00
Amyl Formate	1.75@	2.00	Linalyl Benzoate	10.50@		Orris, root	2.00@	
Amyl Phenyl Acet			Linalyl Formate	10.00@	12.00	Balsam Tolu		
Amyl Salicylate, dom.			Menthol, Japan	4.00@	4.45	Vanilla	3.00@	
foreign			Synthetic	3.00@		SOLUBLE RE	SINS	
Anethol				3.50@ 2.50@		Ambrette		
Anisic Aldehyde, dom.			foreign	2.90@	0.00	Benzoin	2.75@	4.00
foreign			Methyl Benzoate	1.85@	2.25	Castoreum	28.00@	2.00
Benzaldehyde, U. S. P. F. F. C			Methyl Cinnamate	4.10@	4.50	Chypre	13.00@	
Benzophenone	3.00@		Methyl Eugenol	7.00@	9.00	Civet	80.00@	
Benzylidenacetone	2.50@		Methyl Heptenone Methyl Heptine Carb.	6.50@	8.00	Galbanum		700
Benzyl Acetate, dom.		1.00	Methyl Iso-eugenol	8.50@	$36.00 \\ 12.50$	Labdanum	6.00@ 6.50@	7.00
foreign	.85@		Methyl Octine Carb .	24.00@	32.00	Oak Moss	14.00@	16.00
Benzyl Alcohol	1.20@		Methyl Paracresol	6.75@	7.50	Olibanum	3.50@	6.00
Benzyl Benzoate Benzyl Butyrate	1.05@ 5.50@		Methyl Phenylacetate	4.65@	6.00	Opoponax	6.00@	12 00
Benzyl Cinnamate	7.00@		Methyl Salicylate Musk Ambrette	.42@	.50	Orris Root	18.00@	35.00
Benzyl Formate	3.35@		Ketone	7.00@ 7.50@	$8.00 \\ 9.50$	Patchouli	10.00@	18.00
Benzyl Iso-eugenol			Xylene	2.80@	3.15	Sandalwood	12.00@	16.00
Benzyl Propionate			Nerolin (ethyl ester)	1.50@	1.75	Styrax	3.00@	4.50
Borneol			Nonyl Acetate	48.00@		Tolu Balsam	4.50@	6.00
Bromstyrol			Octyl Acetate	32.00@	0.00	Vetivert	15.00@	25.00
Butyl Acetate	.60@		Paracresol Acetate Paracresol Methyl	5.25@	6.00	CERTIFIED FOOL	COLO	PS
Butyl Propionate			Ether	7.00@	8.00			
Butraldehyde			Paracresol Phenyl			Amaranth Orange II	3.50@	4.00
Carvene		4.25	Acetate	14.00@	20.00	Tartrazine	3.50@ 3.50@	4.00
Cinnamic Acid		4.40	Phenylactaldehyde			Ponceau 3R	6.00@	7.50
Cinnamic Alcohol	3.10@	3.75	50%	5.00@	7.00	Ponceau SX	5.00@	5.25
Cinnamic Aldehyde .		4.25	imported	5.00@ 8.50@	7.00	Indigo	15.00@	
Cinnamyl Acetate			Phenylacetic Acid	3.00@	4.00	Erythrosine Guinea Green B	20.00@	
Cinnamyl Butyrate		14.00	Phenylethyl Acetate.	9.00@		Light Green, S. F	25.00@	
Citral C. P		3.00	Phenylethyl Alcohol .	4.50@	5.00	Fast Green, F. C. F.	30.00@	
Citronellol, dom	3.75@	4.00	Phenylethyl Butyrate Phenylethyl Formate	16.00@	20.00	Yellow, A. B	3.50@	
Citronellal		3.25	Phenylethyl Proprio-	18.00@		Yellow, O. B	3.50@	
foreign	3.75@	5.00	nate	18.00@		Sunset Yellow, F.C.F. Naphthol Yellow C	3.10@	3.25
Citronellyl Acetate	$6.00@ \\ 4.00@$	10.00	Phenylethyl Valerate	20.00@		Naphthol Tellow C	8.00@	
Cuminic Aldehyde	62.00@		rnenyipropyi Acetate	12.00(a)		SUNDRIE	S	
Dibutylphthalate	.30@	.36		9.00@	14.00	Alcohol, Cologne		
Diethylphthalate	.32@	.37	Phenylpropyl Alde- hyde	12 000		spirits per gal2	.621/2@2	2.74 1/2
Dimethyl Anthranilate Dimethyl Hydroqui-	6.25@	7.00	Rhodinol, dom		20.00	Ambergris black	Nomin	nal
none	4.00@	6.00	foreign		22.50	gray	39.00@	Nom.
Dimethylphthalate	.65@	0.00	Safrol	.32@	.36	Baudruche skins, gross	18 00@	25.00
Diphenylmethane	1.75@	2.45	Santalyl Acetate	22.50@		Beaver Castor	8.00@	12.00
Diphenyloxide	1.20@		Skatol, C. P (oz.) . Styralyl Acetate	9.00@	10.00	Castoreum	12.50@	15.00
Ethyl Acetate	.50@	.55	Styralyl Alcohol	20.00@		Chalk, precipitated	.031/2@	.061/2
Ethyl Anthranilate . Ethyl Benzoate	5.50@ 1.80@	6.00	Terpineol, C. P. dom.	.36@	.40	Cherry laurel water,	1000	
Ethyl Butyrate	1.50@		imported	.36@	.53	gal	1.25@ 3.75@	
Ethyl Cinnamate	3.50@		Terpinyl Acetate	.90@	1.15	Civet, ounce Clay, English		4.50
Ethyl Formate	1.00@	1.25	Thymene	.35@	0.00	Kaolin	.06@	.08
Ethyl Propionate	2.00@	2.65	Thymol	2.40@	3.00	Lanolin hydrous	.18@	.20
Ethyl Salicylate	2.10@	2.60	(guaiacol)	5.15@ 4.65@	$6.00 \\ 5.25$	anhydrous	.20@	.23
Ethyl Vanillin	.90@	$20.00 \\ 1.15$	Vetiveryl Acetate	21.00@	25.00	Magnesium Stearate.	.26@	.30
Eugenol	3.60@	4.50	Violet Ketone Alpha.	5.00@	10.00	Musk. Cab. pods ounce	22.50@	Nom
foreign	3.50@	4.50	Beta	5.50@	8.00	Cab., grained	Nomina	
Geraniol, dom	2.00@	6.00	Methyl	5.25@	8.00		20.00@	
foreign	2.10@	5.00	Yara Yara (methyl ester)	1.50@	1.75	Tonquin, gr	27.00@	
Geranyl Acetate Geranyl Butyrate	2.90@	4.00		1.00(0	1.10	Orange flower water,	1 500	
Geranyl Formate	7.00@	11.00	BEANS			gal	1.50@	08.5/
Heilotropin, dom	2.10@	2.40	Tonka Beans, Para	1.00@	1.25	Petrolatum, white Rose water, gal	1.25@	.00 78
foreign	2.50@		Angostura	2.00@		Saponin	1.60@	
				6.				

Talc., domestic, ton French Italian	40.00@	45.00	Orris Root, Verona powdered Patchouli leaves	.16@ .23@ .25@	.20 .55 .90	Para	2.00@	2.10
Zinc oxide, U. S. P			Peach Kernel meal	.35@		Fir. Canada, gal		
Zinc stearate	.24@	.28	Quince seed	.75@	.90	Oregon, gal	1.50@	1.75
CRUDE DR	TICE		Reseda flowers, powd.	1.50@	1.65	Guarana	3.25@	3.65
			Rhubarb Root, powd.	.35@	.65	Gum benzoin, Siam	1.30@	1.50
Almond Meal	.20@	.35	Rice starch	.12@	.15	Sumatra	.40@	.45
Cardamom seed, decort	1.00@		Rose leaves, red	1.20@	1.40	Gum galbanum	1.35@	1.50
Henna, powdered		.35	pale	.50@		Gum myrrh	.25@	.40
Lavender flowers, se-			Sandalwood chips	.45@	.50	Labdanum	3.50@	5.50
lect	.38@	.55	Vetivert root	.30@		Olibanum, tears	.19@	.35
ordinary	.24@	.30	Violet flowers	.95@	1.15	siftings	.121/2@	.14
Orange flowers		1.00	GUMS AND BAL	SAME		Styrax	.40@	3.35
Orris root, Florentine	.20@	.25		LOAMO		Venice turpentine,		
powdered	.25@	.70	Balsam Copaiba, S. A.	.30@	.34	true, gal	.30@	

Essential Oils

(Continued from Page 791)

bring about a condition dangerous to the perfumers. Jasmin products are quite cheap. Lavender is at the lowest point in some years. Rose is a little casier. Even orange flower products which have been in comparatively light supply are also somewhat easier.

Citrus oils remain unsettled. Italy has several times reported higher cables and a firmer position, but there has been no alarm in this market and with stocks here more than ample for current requirements, it is difficult to see how any real showing of strength is possible at this time. In fact, despite the fact that sales of lemon have been made at almost record low levels, there are those in the market who anticipate still lower prices before anything like a real recovery in quotations is noted. Orange is a shade firmer than lemon but it falls far short of strength. Bergamot is reasonably steady but at prices which afford a profit to no one.

Seed and spice oils are irregular but the tendency of practically all of them is downward. The spices are generally lower and, with raw material off in price, the oils have quite naturally followed. Clove has been reduced by distillers. Coriander is easier. Dill can be shaded. Cumin is steady and distilled ginger is also reasonably in hand. The market for anise and cassia continues weak, especially the former, on which lower prices have been reported not only in this market, but from primary points as well. There is hardly a firm spot in this group in spite of the fact that business, considering the season, has been fairly well sustained.

Domestic oils are in about the same position which they occupied a month ago. The demand has not been much in evidence, large buyers having apparently satisfied their requirements at low prices and not being greatly interested in the present trend of the market. Peppermint remains fairly steady, principally because neither the spot nor the primary market is feeling the push of any great amount of business. Real orders would with little doubt, bring out some shading of current quotations in spite of the fact that prices are now at levels where no one can make profits. Spearmint is in a somewhat similar position.

On the whole it is a market in which the buyer has a decided advantage and in which he should be glad to operate on a somewat larger scale than he has adopted during the last few weeks, although this has been more liberal than was the case at the end of last year.

Synthetics and Derivatives

(Continued from Page 791)

well in hand and only occasional shading reported. Amyl cinnamic aldehyde has reached the point where it may almost be classed as an unprofitable item. Computition in it is exceedingly keen. On the higher aldehydes and alcohols, there has been a fair volume of business at full prices. The price range on these materials is a wide one as to seller and quality with the result that it is difficult to report either an advance or decline. Apparently present levels are fairly well stabilized, however.

Most of the other materials on the list have been moving quietly in routine fashion. Large business has not been much in evidence but there has been a fair amount of small orders sufficient to encourage the trade and make the situation look considerably more favorable and satisfactory to the sellers who are hopeful of a continuation of present volume of business and of some further improvement.

Vanilla Beans

The market has been a little more active during the last few weeks. Prices of beans are at a level where some extract makers find it advisable to purchase for stock as well as currently and some very fair business has been done. Prices, especially of Bourbons, remain at low levels, however. There seems to be no immediate prospect of their betterment. Stocks of this type continue heavy both here and in France. Mexicans remain steady but there has been less business in them, possibly because of the approach of a new crop which is reported as both large and of good quality. Just how long beans can continue to sell below cost without serious effect upon the available supply is a question. Most factors believe that there will be a sharp curtailment in supplies during the coming season which should result in higher prices and may lead to a more or less serious shortage of beans a year from now.

Crude Drugs and Sundries

The market has been dull and unsettled with a general tendency toward lower prices, or at least toward the shading of current quotations. Supplies of most materials are ample for any current inquiry and most dealers are rather anxious to liquidate, conditions which do not make for a firm or satisfactory market in general. Rose leaves are easier. Orris root continues quite firm with high grade powdered goods bringing full prices.



Manufacturers' Association

ATTERS of a routine nature have chiefly occupied M the attention of the executives of the Association of the National Manufacturers of Soda Water Flavors since our January review of the association's activities. The president, Dr. B. H. Smith, and the secretary, Thomas J. Hickey, as well as the other officers and members of the committees, have been constantly in touch with the events happening in the industry and will advise the members immediately of anything of interest to the trade. The best interests of the industry are ever uppermost in the minds of the officers and the committees of the association, and local as well as national legislation that pertains to the members is kept in touch with and the members advised accordingly.

Imports of Vanillin Doubled

Vanillin imports into the United States entered for consumption in 1930 more than doubled over 1929, the 1930 figure reaching 27,724 pounds, according to preliminary estimates. Germany supplied approximately 90 per cent of incoming shipments.

An upward trend in imports of this commodity from all countries has been registered in recent years:

 Year
 1924
 1925
 1926
 1927
 1928
 1929
 1930

 Pounds
 ...
 187
 316
 305
 3,795
 15,332
 17,506
 27,724

Pure Food and Drug Notes

In this department will be found matters of interest contained in Federal and State official reports, etc., relating to perfumes, tollet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our Washington Correspondence, Soap Section, and other departments for further information.

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 17101 to 17275, inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there was one case of adulteration and misbranding of vanilla extract, No. 17128, and one case of adulteration and misbranding of olive oil, No. 17261.

Common Sense

Friendly discussion often reaches the truth while argument arouses anger, when the men who are "mad" they haven't a lick of sense.—The Silent Partner.

Official Report of the Soda Water Flavors Official Report of the Flavoring Extract Manufacturers' Association

SINCE our last month's report of the activities of the Flavoring Extract Manufacturers' Association of the United States, we have received a letter from the president of the association, E. L. Brendlinger, giving the following details in regard to the matters taken up by the Executive Committee which met on January 9th at the Hotel Astor in New York

"The meeting took up the matters in general. The treasurer's report showed the association to be in a sound financial condition.

"Thomas J. Hickey, executive secretary, discussed the various bulletins, which have been sent out

"Philip C. Friese, assistant counsel, discussed the suit which has been brought through the Baltimore Drug Exchange in the Courts of West Virginia, asking the Court to restrain the Prohibition Commissioner of that State from collecting the \$50 tax. This case has since been argued before the Court of Charleston and the Court has refused to permit restraining order and the Baltimore Drug Exchange are now appealing to the Circuit Court of Appeals.

"L. K. Talmadge, The Williams and Carleton Co., Hartford, chairman of the membership committee, gave a very encouraging report. Several new members have been elected to membership since our last meeting, in fact, the number being larger than the number of resignations.

"Our research committee, through Frank L. Beggs, Styron-Beggs Co., Newark, O., reported on a problem which had been submitted to our association by the American Bakers Association, regarding the proper flavoring for cakes and the effect of heat upon flavors in cakes. This report was only preliminary and additional valuable work is being done by the research committee.

"Considerable time was taken by the convention committee in regard to the tentative program for the Twenty-second Annual Convention to be held at the Hollenden Hotel, Cleveland, O., on the 20th, 21st and 22d of May. Wilbur H. Hyde, of the Abner Royce Co., Cleveland, O., is chairman of the entertainment features of the convention and he presented a preliminary program, which speaks well for a very pleasant time for all members who attend.

"Dr. B. H. Smith, of the Virginia Dare Extract Co., Brooklyn, N. Y., is in charge of the business part of the program."

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New Food and Drug Regulations in Jamaica

A N amendment to section 16 of the Adulteration Law, 1908, adds "coloring matter or other ingredient or material" in respect of which the Governor in Council may make regulation to limit their quantity or prohibit their use in foods, states American Consul Paul C. Squire at Kingston in a report forwarded to the Department of Commerce under date of November 4.

Under the provisions of the Adulteration Law, 1908, as amended, the Governor in Privy Council has made regulations, effective January 1, 1931, governing the use of preservatives and coloring matter in foods, which except for special application to Jamaica, are identical with the Public Health (Preservatives) Regulations 1925 (as amended by regulations 1926 and 1927) in force in the United Kingdom and published in the Handbook of Foreign Tariffs and Import Regulation on Agricultural Products, Volume II, Canned Foods in Europe, pages 262-268 inclusive.

Yugoslavian Essential Oil Production

The production of rosemary oil in Yugoslavia in the past year amounted to about 10,000 kilos (1 kilo equals 2.2 pounds). This production varies annually according to whether the fish catch is good or poor since the Dalmatian population concerns itself more with fishing activity.

Sage oil production in 1930 was estimated at 150 kilos against 500 kilos in 1929. Dalmatian sage oil is of particularly good quality, but too costly so that it can be used only for the finer perfumes and drugs and is not competitive as to price with the Spanish sage oil.

The production of oil of juniper berries in 1924, 1925, and 1926 ran around 1,000 kilos, whereas in 1929 it was 600 kilos.

Pine oil (Abies pectinata) was produced to the extent of 1,200 kilos in 1929, although only 600 kilos are estimated to have been extracted in 1930.—(Commercial Attache Emil Kekich, Belgrade).

German Preferences in the Toilet Preparations Trade

The cosmetics sold in Berlin are similar to those sold in the United States. Lipsticks are used extensively in the cities and stores usually carry from five to twenty different kinds. All shades are used with a preference shown for ruby colors. The pencil is packed in neat swivel cases, jet black, jade green and Chinese red being popular colors. Rouge cream is packed in circular cardboard cases or in metal gilt cases, attractively designed. The colors preferred at present are raspberry and red geranium. Some Berlin women prefer deep pink face powder, which, when used with powder in a rachel or ochre shade, has the effect of tinting the cheeks a natural faint pink color. Rouge compacts, containing rouge and powder, with a mirror set in the inner part of the cover, are sold in large quantities. These compacts are usually in gilt metal, but many stores carry a line of fancy leather cases .-(Consul P. W. Buhrman, Berlin).

Patents and Trade Marks

(Continued from Page 789)

containers seating in certain of said sockets and of less height than said casing, a tray of less area than the cross section of said casing and resting on said containers, a container seating in a remaining socket rising substantially to the upper edge of the casing and extending upwardly past said tray.

1,791,351. Toilet Appliance. Fielding Chase, Boston, Mass. Filed Sept. 6, 1928. Serial No. 304,206, 7 Claims. (Cl. 132—78.5.)

1. An applicator pad for use in applying facial powder, rouge, or the like comprising a plurality of superposed substantially flat plies, each having a projecting pull tab, and means normally uniting each ply to the next along their marginal edges, except adjacent to the inner ends of their respective pull tabs, the plies being readily removable in succession from the pad by pull exerted upon the respective tabs.

1,791,359. Multicolor Soap. Arthur Henriksen, New York, N. Y. Filed Sept. 11, 1928. Serial No. 305,233. 2 Claims. (Cl. 87—23.)

1. As an article of manufacture, a cake of soap with a circular aperture extending completely through from one side to the other and two opposite niches on the rim of the circular aperture which are formed with a plurality of pyramidic serrations at right angles to the said cake's vertical height, and a block of soap snugly engaged in the aperture and having lateral pyramidic serrations at right angles to the longitudinal length of the aperture and interengaging the said serrations for preventing accidental knocking out or rotating of the block of soap.

1,791,440. Atomizer. Louis V. Aronson, Newark, N. J., assignor to Art Metal Works, Inc., Newark, N. J., a Corporation of New Jersey. Filed Sept. 15, 1928. Serial No. 306,148. 21 Claims. (Cl. 299—88.)

1. An atomizer comprising a casing, a nozzle disposed on top of the casing, a pump plunger projecting from the casing, means tending at all times to move the plunger out of the casing, a pivoted cover on said casing normally adapted to cover said nozzle, means tending to move the cover to position to uncover the nozzle, and means on the cover engaging the plunger when in a predetermined position to hold the cover in its closed position and the plunger in a depressed position.

Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition: M279,844.—Sears, Roebuck & Co., Chicago, II. (Serial No. 301,711. Dec. 9, 1929.)—Toilet preparations.

M279,948.—Taylor-Long Co., Charlotte, N. C. (Serial No. 279,298. Sept. 15, 1928.)—Extracts.

Designs Patented

83.026. Compact. Neal R. Andrews, New York, N. Y., assignor to Marinello Company, New York, N. Y., a Corporation of Delaware. Filed Sept. 18, 1929. Serial No. 32,785. Term of patent 3½ years.

83,048. Compact or the Like. Max Kline, Bronx, N. Y. Filed May 31, 1930. Serial No. 35,877. Term of patent 3½ years.

83,057. Toilet-Powder Container. Charles H. Oestreich, Brooklyn, N. Y. Filed Nov. 4, 1930. Serial No. 37,529. Term of patent 7 years.

83,141. Vanity Case or Analogous Article. David H. Zell, Brooklyn, N. Y. Filed Oct. 3, 1929. Serial No.

32,931. Term of patent 3½ years. 83,201. Bottle. René Lalique. Paris, France. Filed Dec. 4, 1928, Serial No. 29,102, and in France. Nov. 8, 1928. Term of patent 14 years. 1931

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Employment in the Soap Industry

EMPLOYMENT is about normal in the soap induspar, steps have been taken to carry employees through the business depression, according to a statement to Colonel Arthur Woods, chairman of the President's Emergency Committee for Employment, from Roscoe C. Edlund, manager of the Association of American Soap and Glycerine Producers, Inc.

Mr. Edlund reports that in a recent meeting, attended by the principal executive officers of firms representing eighty per cent or more of national soap output, a series of resolutions was passed, pledging co-operation with the President's Emergency Com-

R. R. Deupree, president of the association and of Procter & Gamble Co., pointed out to the meeting that stabilization of employment is of primary importance to the industry and as a matter of concern to officers and stockholders as well as employees. It should be viewed as a social as well as an industrial problem, he declared. Many important factors in the soap industry recognized these facts and developed stabilization systems before the business depression set in, according to Mr. Deupree, resulting in good employment conditions at the present time.

"Although the soap industry is in a comparatively favorable condition as regards employment, we will go even further than we have gone in doing everything possible to promote the national emergency program," says Mr. Edlund, reporting the unanimous vote of the meeting. "A careful survey of the soap industry shows that employment conditions are about normal. Many of our companies, including some of the largest, have maintained steady work during the depression under definite plans of guaranteed or protected employment. In accordance with suggestions advanced by the President's Emergency Committee, we will make further inquiries concerning methods found effective in stabilizing employment and concerning additional steps which companies may plan to take. These plans will be circulated through the industry and reported to the committee in order that all possible steps may be taken for permanent stabilization of employment."

Would Miss It

Polytechnic College of Engineering, W. 1. Wood, Registrar, Oakland, Calif.

Needless to say, I would miss receiving your valuable publication very much.

Sales of Hard Water Soaps

FEBRUARY is usually the month in which the various department stores have sales on hard water soaps. This soap was originated by John Wanamaker of Philadelphia. This store sells thousands of gross of this type of soap made under its special brand year after year. The idea is such a fertile one that other department stores have taken the idea so that now one finds hard water soap sales throughout the country. Millions of cakes are sold through these sales, the idea being that during the term of the sale the soap may be purchased at half the price for which it retails during the rest of the year. Manufacturers of private label soaps find the hard water soap a very good fillerin during the dull season of the year. Many sections of our country have hard water and soaps of this kind usually lather very freely in all kinds of water, because they contain a higher percentage of coconut oil than that which is ordinarily present in toilet soaps.

Vegetable Oils Denatured by Brucine

The Bureau of Customs has announced that brucine alkaloid has been added to the list of materials permitted for use in denaturing vegetable oils when entered free of duty for technical purposes. The material is to be used in the proportion of one-half ounce to the gallon of olive, palm kernel, rapeseed, sunflower and sesame oils. The present market price of brucine alkaloid is 5c per ounce.

Protest on Toilet Soap

Paul Sapart, New York, in protest 426029-G claimed merchandise classified as toilet soap at 30 per cent ad valorem under paragraph 82 of the Tariff Act of 1922, should be returned for duty as laundry soap at 15 per cent under the same paragraph.

Justice McClelland affirmed the decision of 30 per cent in T. D. 14432. The samples bore the imprint "Romoves body odor" and the size and shape indicated that they were adaptable for use as toilet soap. The decision of United States v. International Forwarding Co. (18 C. C. P. A. 27, T. D. 44001) followed.

Protest Weight of Soap

Soap Distributors, Inc., New York City, in protest 353607-G, claimed that the assessment of duty on a shipment of castile soap was for a total weight which was excessive. Justice J. Cline, in T. D. 14830 overruled the protest.

Cottonseed Foots

Their Composition and the Method of Making Foots Soap by C. R. Kemp*

NOTTONSEED oil, like other vegetable oils, is re- washed to the desired condition it is finished by the fined by adding caustic soda to the crude oil and then settling. After the clear yellow, refined

cottonseed oil is removed from the top of the kettle in which it has been refined, there remains in the bottom a sediment. This sediment after it has been heated and skimmed or filtered of the free oil and washed is known as cottonseed "soap stock" or "foots." The foots are composed of cottonseed oil soap, glycerine, uncombined caustic, uncombined oil, and coloring, albuminous and resinous impurities from the oil. According to Lewkowitsch the average composition of cottonseed foots is viz:

Fatty a	nhyd	ride	8		,										48,50%
Glycerin	£4					į.					ú.	-	i		3.98%
Caustic	soda	(3	ing	()	1							,	,		3.20%
Foreign	OFER	nic	m	31	11	63	Į.								5,90%
Coloring	mat	ter		,											2.42%
Water									÷						36,00%

100,00%

This is the form in which it is sold: sales usually are made on the basis of 50% fatty acids. Its color varies from dirty yellow to dark red. In the presence of air it turns black. Quite naturally such a mixture cannot be kept in storage for any length of time, due to fermentation and decomposition. It must, therefore, be worked up into soap very promptly.

Method of Making Cottonseed Foots Soap

Working the "foots" into a soap suitable for soap powder, 60-66% soap stock, or cheap bar soap, is a procedure not much different than the procedure used in working over "nigre." On boiling up these foots, the uncombined caustic soda solution is absorbed by the free oil present, but as there is not enough present to complete saponification it is necessary to add more caustic soda solution until the whole mass thins out and becomes considerably darker in the kettle. At this point the operator may use salt to grain out the kettle, although some prefer the further addition of caustic soda to make the separation. Best results are obtained by making a very sharp grain. Subsequent washes are usually salt washes. The number of washes given to the soap will depend upon the amount of impurities present and the purpose for which the soap is to be used. The lye from the first wash is almost black, a very dark red color usually. and will contain organic impurities in such quantity as to confuse an inexperienced operator, appearing to contain considerable soap. This lye, having no value, is run to the sewer. After the soap has been

addition of clear, warm water until it becomes closed to a degree suitable to the operator's requirements.

The more open the finish is made, the poorer the quality and the quicker the settling will be. That is to say, as far as the appearance of the finished soap is concerned. A well washed kettle of fair quality stock, finished medium fine, will produce a soap of dark cream color, hav. ing a tendency to become yellow at an early age. After the kettle has been allowed to settle and cool to a temperature of about 140-146° F., it can be pumped out to the crutchers, barrels, or frames as the case may be.

The yield from foots depends upon the percentage of fatty acids and uncombined oil present. Approximately, it may be stated that 1000 lbs. of foots having a 50% fatty acid content, 100 lbs. solid, 76% caustic soda and 100 lbs. of salt are required to produce 750

lbs. of settled soap.

The soap thus produced is soft-bodied and has a characteristic and disagreeable odor, is quickly soluble but produces a thin, slimy lather. Artificial firmness can be imparted to this soap by the addition of suitable amounts of soda ash and silicate of soda. On account of its undesirable properties mentioned above, its use is limited to soap powders and similar preparations. In such preparations, which seldom contain more than 25% soap, it is quite acceptable, as the soda ash and similar materials used with it, disguise the odor, hide the color and also serve to preserve the soap. In days past this soap was made up in cakes and was sold to some extent, especially in the South and in Mexico, where hard waters and a not too critical taste for quality were in its favor, but in recent years it has fallen into disrepute and little if any is made or used in this form.

Catalytic Oxidation of Paraffin and Mineral Oil

Concerning the catalytic oxidation of paraffin and mineral oil, Dr. E. Zerner writes in the Chemische Zeitung 1930, pp. 257-270, summing his work in that regard as follows:

All in all it may be said that the problem of oxidizing mineral o'ls by catalytic methods using the oxygen or air has, in principle been solved. But the products obtained are not yet suited for soap manufacturing purposes under standard conditions because they rossess an extremely unpleasant and lasting odor which many attempts have so far failed to remove:-Seifensieder-Zeitung, No. 20. 1930, p. 351.

[.] Chemist for the J. R. Watkins Co., Newark, N. J.

Corrosion in Soap Industry Solved

By Paul I. Smith

THE corrosion problem in the heavy chemical and metallurgical industries has occupied the attention and energy of chemists and chemical engineers for some years. It is satisfactory to note that considerable advances have been made in the fight against corrosion. In some cases this has been achieved by the installation of a special non-corrosive porcelain and silica plant, such as acid towers and condensers and also by the treatment of the existing metal plant with acid and alkali resisting compounds. The most interesting of the former are patented rubber derivatives which will withstand the prolonged action of strong mineral and organic acids, alkalies and mineral salts, dye solutions and bleaching agents and temperatures varying from 0°C. to 100°C.

In the detergent industry the corrosion problem has been recognized as existing, but little effort has been made to solve it. The damage to metal containers, pipes, and indeed the entire plant by caustic solutions is insidious and although not apparent for some time is nevertheless very real and dangerous. This depreciation of plant is a very serious item on the wrong side of the manufacturer's balance sheet.

Again, the sodium metallic salts formed by the action of caustic alkalies on metal are apt to cause discoloration of the soap and also to decrease its valuable lathering properties. The damage to plant is, however, the chief consideration.

Rubber Lining for Metal Tanks

Dealing with the above problem, it is of interest to consider the question of storage tanks for oil and caustic lye. Metal containers for the above liquids may be rendered non-corrosive by lining them with a patented hard rubber of the ebonite type. This rubber will not corrode and is applied to metal surfaces by a special process. Absolutely firm adhesion to metal is guaranteed and the lining will withstand temperatures up to 100°C. There is no danger of cracking, aging or indeed any of the other defects so often associated with rubber compounds. This ebonite lining is also suitable for lining large oil storage tanks. It is quite unorthodox for a rubber product to withstand the action of oil and greases, usually the latter are quite fatal to rubber. The ebonite layer is unaffected by oils.

It is claimed that rancidity in oils and soap is minimized by the use of rubber lined storage tanks as the metal has an influencing, probably catalytic, effect on the rancidity inasmuch as it accelerates such action.

Softer types of exceedingly tough rubber compound may also be applied as a lining to plant equipment by the soap manufacturer's own unskilled labor after a little instruction by the expert. The metal surfaces are first cleaned and dried, then washed over with naphtha. The soft rubber sheets are laid on the specially treated metal and worked into shape by a kneading action which removes all air pockets and ensures close and intimate adhesion to the metal. Afterwards the rubber is cured by subjecting it to live steam for a few hours.

Features of the Soap Materials Market

(Continued from Next Page)

ing of dynamite has been reported from time to time but not sufficient to unsettle the market to any extent. Call for chemically pure has been fairly active at full prices. Movement of goods in the East has apparently been more active than that in the Middle West and the Eastern market has been steadier throughout the month than has that in Chicago and other Western points.

Industrial Chemicals

The clash between producers of caustic soda which had resulted in the withdrawal of all contract prices at the time of our January review appears to have been quite amicably settled with the establishment of contract prices below those of last year but above the levels reached during the very highly competitive period of December and January. These new prices on caustic soda appear on the following page. Soda ash prices also were revised downward and rather more sharply than those on caustic. Since the establishment of the new levels there has been a fair volume of business and contracts have been generally readjusted to conform to the quoted levels. On spot, there is still a highly competitive position with resale goods and outside brands offered at sharp concessions. These, however, are principally odd lots and cannot be quoted as having an effect upon the market as a whole. Other chemicals are quite well maintained by the manufacturers but resale prices are frequently well below the first hand levels, a fact which is more annoying than actually troublesome to the makers who report a fair business in contract deliveries as well as some spot trading at full prices.

The cost of lining and covering large machines works out from three shillings and nine pence a square foot to about one shilling and nine pence. Rates are of course mobile and vary according to individual requirements and quantity of rubber used. Reductions are naturally made on bulk consumption. There are several excellent rubber preparations on the market which overcome this problem of corrosion in a practical and economical manner.

Metal plant equipment, lined or covered with rubber compounds, may be kept in a spotless condition and considerable saving may be effected in maintenance. In the case of movable parts of the machine, threads, gears, etc., rubber cannot be used.

The rubber lining is also of valuable assistance to the soap manufacturer in ensuring a pure water supply. The water-softening settling tanks, etc. may be lined with ebonite or softer rubber, also the feed pipes. Thus freedom from iron is guaranteed and there is no "furring" of the pipes. Indeed the possibilities of this new anti-corrosive rubber compound in the detergent industry are appreciable. It only needs a little foresight and vision to realize the valuable potentialities—the next step is to make a convincing practical experiment on the small scale.

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Soap Materials Market

Tallow

The markets continue in an uncertain state. Consumers of tallow and grease on the whole are carrying heavy stocks, replenishing them as they go along by continuing to purchase in advance as far as they can go. The larger producers likewise continue to have their output booked ahead of production. Some of these days this balance will be upset, but the time does not appear to be at hand. At this writing, due to a firming up of lard, cottonseed oil and some other commodities, a slightly better inquiry has developed for both tallow and grease with the result that these products are holding steady.

Good grade City Extra tallow is held at 4c per pound loose; fancy tallow at 4%c to 4%c. The price of best quality House grease is 3%c per pound loose; No. 2 tallow of high titre 3%c to 4c.

Although lower bids were submitted, the market in the Middle West is steady with sales of Prime Packers' grade recorded last week at 4c loose Chicago, Cincinnati and Milwaukee.

E. H. Frey.

Vegetable Oils

A few large sales of coconut oil were made for forward shipments during the past thirty days at lower prices, but for the most part, the market was not very active. The usual quality crude coconut oil at this writing, is quoted at 4%c lb. New York and 4%c lb. Pacific Coast in tank cars for February forward shipments. Within the past few days, attempts have been made to buy under these prices for July/December but without success.

Crude cottonseed oil has been holding quite steady during the past few weeks and for the present, offerings for nearby shipments of crude oil throughout the South are comparatively light.

Crude corn oil, due to the small production, is also holding quite steady in view of other grades of oils and sales were last made at 7%c lb. in tanks at Midwest mills. Most soapers are using domestic soya bean oil which is considerably cheaper. The paint and varnish industry have not been very heavy buyers of soya bean oil recently and therefore, fair sized quantities have been available for the soap kettle at around 61%c to 6%c lb. in tank cars delivered favorable destinations.

Stocks of sulphur olive oil foots and commercial denatured olive oil are small as imports lately have been rather light. However, the markets abroad are soft and at this writing, carlots of olive foots for February/April shipments from Europe may be bought at 5%c lb. f.o.b. New York.

A. H. HORNER.

Glycerine

The demand for 80° yellow distilled glycerine for the anti-freeze trade has been fairly good, but hardly up to the anticipation of the sellers. The winter in various parts of the West has been very mild and this fact has curtailed sales at retail with the result that repeat business with garage and service station trade has not been much in evidence. However prices have held up quite well and there are still about two months of normal consuming demand ahead of the market. Anticipated strength has failed to materialize but a reasonably firm market has been noted. This has held crude grades in line. Some slight shad-

(Continued on Preceding Page)

Soap Materials

Tallow and Grease

Tallow, New York, Extra 3%c. Edible, New York, 5%c. Yellow Grease, New York, 3c. White Grease, New York, 34c.

Rosin, New York, December 15, 1930.

Common to good 4.60 K D 4.95 M E 5.35 N F 5.45 W. G. G 5.55 W. W. H 5.60 X I 5.65	5.75 5.95 6.45 7.80 8.60 8.75
Starch, pearl. per 100 lbs	
Stearic acid, single pressed, per lb	
	.14
Soap, lye, crude 80 per cent, loose	.101/2
per lb	.07
Saponification, per lb	.091/4
baponinearion, per ib	.0076
Oils	
Castor, No. 1, per lb	.13
Castor, No. 3, per lb	.121/4
Coconut, Ceylon, Dom., per lb06 % @	
Corn, crude, per lb	
Cotton, crude, per lb. f. o. b., Mill	
Cotton, refined, per lb., New York	
Olive, denatured, per gal	
Olive Foots, prime green, per lb061/8 @	
Palm, Lagos, per lb	
Palm, Niger, per lb04%@	
Palm, kernel, per lb	
Peanut, crude, per lb	
Peanut, refined, per lb	
Soya Beans, per lb	.10
Chemicals	
	71.00
Borax crystals, per ton 66.00 @	71.00

Borax crystals, per ton	66.00 @71.00
Borax, granular, per ton	60.00 @65.00
Potash Caustic, 88@92 per cent, per lb., N. Y	.061/8@ .06%
Salt, common, fine, per ton	12.00 @14.00
Soda ash, 58 per cent, per 100 lbs	1.34 1/2 @ 2.11
Soda Caustic, 76 per cent, 100 lbs	2.50 @ 3.59
Sulphuric acid, 60 degrees, per ton	11.00 @12.50
Sulphuric acid, 66 degrees, per ton	15.50 @16.50
Zinc, oxide, American, lead free, per lb.	.061/2@ .06%

his hat ade ave two the ate-ted.

ad-

ork,

.75 .95 .45 .80 .60

.14 .101/2

.07

.13

.121/4

.10

071.00 065.00

0 .06% 0 14.00 0 2.11 0 3.59 0 12.50 0 16.50

0 .06%



Mysore Government Sandalwood Oil

distilled at our Linden, N. J., Plant

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Distilled from the gum

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AROMOL-SYNFLEUR STANDARD ANTISEPTIC TEST

In a scientific investigation recently undertaken at our request by one of the foremost bacteriologists, samples of Aromol-Synfleur were submitted to the standard antiseptic test against the organism Staphylococcus Pyogenes Aureus, incubating a series of twelve samples for 48 hours at 37 degrees C. in standard beef extract broth. In this test it was shown that a solution of Aromol-Synfleur, 1 to 6000 compared in medicinal or antiseptic value with a solution of Phenol or pure Carbolic Acid Crystals, 1 to 800; thereby showing a Phenol antiseptic coefficient of 7.5.

(See other tests on next page)

AROMOL-SYNFLEUR HYGIENIC LABORATORY GERMICIDAL TEST

In another test made by the same scientist, the official Hygienic Laboratory method, or the official Washington Germicidal test, against the organism B. Typhosus (Hopkins) in standard beef extract broth was used on a series of twelve samples. This test proved Aromol-Synfleur to have a germicidal Hygienic Laboratory Phenol coefficient of 3.4+. This is the most exacting method known to science and clearly proves the value of Aromol-Synfleur, when it is shown to even destroy the germs of typhoid fever.

AROMOL-SYNFLEUR BRUENING-KOBERT ANTISEPTIC TEST—SULPHUR-MILK METHOD

These scientific tests made at our request in order to check the work of our laboratories and to prove that our results were correct, were then further corroborated by an investigation undertaken for us by a Columbia University professor in a university laboratory, who tested Aromol-Synfleur for us by the Bruening-Kobert method, also known as the Sulphur-Milk method, as originally published in the Scientific Press (see Zentralblatt fur innere Medizin, No. 14, April 7, 1906). In this test the antiseptic is used under conditions which to quote the report "are very unfavorable to the antiseptic and which perhaps most closely resemble those under which such an agent is practically employed" in antiseptic toilet preparations. In this test it was proven that approximately the same antiseptic results were obtained from one gramme of Phenol as from 0.025 gramme of Aromol-Synfleur (1/40 gramme) or in other words as from 1/40 the quantity by weight of Aromol-Synfleur. Hence under the conditions of this test it was shown that a concentration of Aromol-Synfleur 1 to 400 compared in antiseptic value with concentration of Phenol or pure Carbolic Acid Crystals 1 to 10, thereby showing a Phenol antiseptic coefficient of 40. We quote from the professor's original report: "The conclusion is therefore justified that Aromol-Synfleur is an agent of very high antiseptic value, distinctly superior to the other substances ordinarily used for the purpose for which it was intended." The original reports, signed by these well-known scientists, are on file in our office and may be consulted for further details by any client interested.

The Aromol materials can be made water soluble—if so desired

Send for trial samples. For prices consult Price List. recently mailed you.

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This indispensable product is supplied in a quality that was heretofore unobtainable. Made by a new and improved process, it possesses an excellent Rose note. It is entirely free from Geraniol, Terpenes and other impurities, thus having an exceptionally pure flowery character. Incorporate it in your compositions and notice the marked improvement our Citronellol Extra C.P makes possible.

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MIMOSA

OAK MOSS

ORANGE FLOWERS

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See also Back Cover





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Iso Eugenol Lemonal Linalyl Acetate Linalool Methyl Acetophenone Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Ionone Methyl Iso Eugenol Methyl Para Cresol Methyl Phenyl Acetate Oleo Resins Para Cresol Acetate Paracresolphenylacetate Phenyl Acetic Acid Phenyl Ethyl Acetate Phenyl Ethyl Alcohol Phenyl Ethyl Cinnamate Rhodinol

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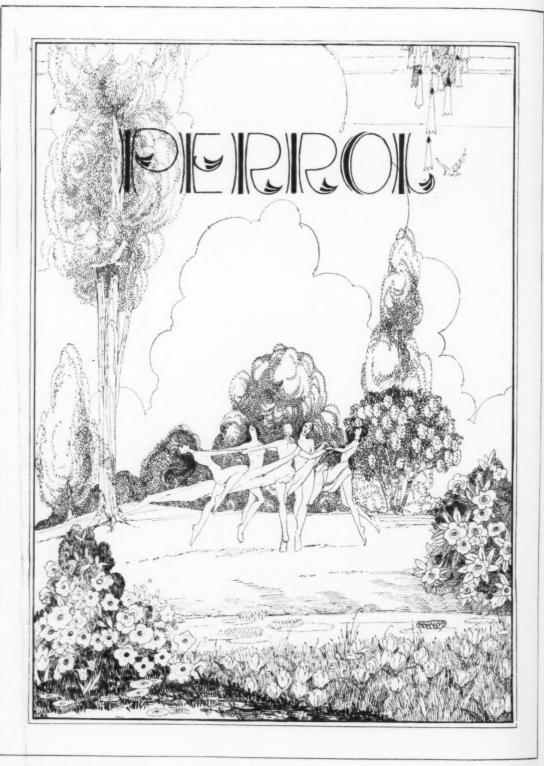
Aromatic Essentials

Flavor Materials, Aromatic Chemicals
Essential Oils, Perfume Specialties

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180 North Wacker Drive, Chicago 619 Clark Avenue, St. Louis 42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.



The Natural Flower Note SEND FOR SAMPLE van Ameringen-Haebler, Inc.

COLLAPSIBLE TUBES



WHITE METAL MANUFACTURING CO. HOBOKEN, NEW JERSEY

Inc.

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REPUTATION is the standing of a manufacturer among the men who control purchases in the market to which he sells.

To buyers of fine paper boxes our reputation is something that has been built up through sixty-five years of increasing, dependable service to manufacturers of toilet preparations.

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3

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Natural Floral Absolutes, Concretes, etc.—made by the most modern processes —unequalled in quality and concentration.



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A complete departure from the usual procedure of compounding perfumes, this ultra-modern odor adapts itself so successfully to the user's personality that the keenest nose has failed to identify it as one and the same on two different individuals!

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A

Distinctive Orange note for modern Perfumes. . .

Orangette is a true Orange flower character, which equals the natural flower in sweetness, but has far more lasting quality. . .

It is the first Orange fixative offered to the Perfumer.

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A uniform product of unexcelled penetrative power. The aroma value is superior and, what is equally important, it lasts. An incomparable fixative in oil mixtures and for maturing spirits. By comparison with other products of the same kind, it has one particular characteristic,—its clean odor, that of the fresh Oak Moss of Alpine France, from which we fabricate it. There is no foreign contaminating by-odor possible in our Mousse de Chène.

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We are sales representatives for the United States and Canada for

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A SUPERIOR, powerful synthetic, reproducing the characteristic odor of the Lilac Blossom. Remarkably true.

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> It is the first real Lilac Blossom produced to gain the favor of the leading Perfumers of the world.

> > Lilac "A," acknowledged as outstanding, is being often imitated but never has been duplicated.

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A SUPREME, powerful synthetic. The characteristic odor, which it produces with fidelity, perfect uniformity of strength and great durability, has proven in practice to be an extremely useful one.

It blends advantageously with the majority of Bases and has found its way into innumerable popular Bouquets and flower odor Compositions with growing success.

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In this product there has again been produced the fresh and delightfully flowery fragrance of the Lily Bells, and it will appeal to the discriminating Perfumer and ultimate consumer.

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Methyl Anthranilate P & S may readily be distinguished by its large lumps. It remains solid throughout the year except in extremely hot weather which denotes its high measure of purity. It is free from Anthranilic Acid—a fact of considerable importance to those who desire a high quality flavor.

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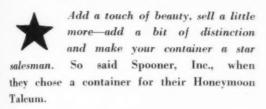
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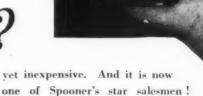
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A dark red crest on a light blue background with a golden glint showing softly thru the design makes this container unusually attractive



The process of making your container a star salesman need not be expensive. Robertson craftsmen are skilled in the art of producing beautiful, attractive containers at unusually low production costs. On new designs or re-runs.

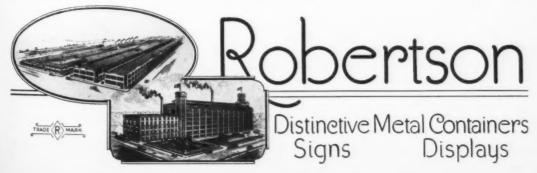
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Synthetic Floral Ottos

.... for all purposes

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(Parisian Type)

Bouvardia

Cyclamen

Carnation Blossom L

Dianthus

Ervana

(Parisian Type)

Floreol

(Parisian Type)

Glofloria (Parisian Type)

Jasmin No. 1997

Jasmin Fleurs

(Parisian Type)

Lilatol XX

Narcisse

(Parisian Type)

Orange Blossom

Rose Synthetic L

(Near Otto Rose)

Rosenol

Syringa de Orient

(Parisian Type)

Violet Florence

Wisteria No. 2390

The above listed Floral Ottos are only a few of our products of which we will be pleased to submit samples and quotations upon request.

When writing us indicate clearly the purpose the Floral Otto is to be used for. This information will enable us to select suitable material for your special requirements.

Write for our General Price List



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Will not tarnish or corrode, is resistant to products containing alcohol, or having an alkaline or acid reaction.

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G. C. A. standard threads.



Our Laboratory research service will develop suitable liner material.

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Such shaving cream not only sells readily but it is in constant demand, and as numerous manufacturers for whom we make it can testify, it is a steady source of profit.

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The next page offers you one of the outstanding values

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GIVAUDAN-DELAWANNA



GERANIOLS

are outstanding values

WHILE our Geraniols have always enjoyed a prominent position, we are now offering all grades of such fine quality at such interesting prices that they are unquestionably the outstanding values today in the whole aromatic field.

We have recently increased our Geraniol distillation capacity, embodying the very latest technical developments — permitting lower operating temperatures, thereby producing finer qualities. Yet today the prices are lower!

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- -Best quality oils
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Moskene is excellent in extracts and cosmetic preparations. Moskene is—

- 1 A new Artificial Musk
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All tan and sun shades available

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Highest Quality at Interesting Prices

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BERGAMOT ORANGE

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Produced in our own up-to-date pressing stations in the heart of the citrus fields.

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WHITE LILAC V.F.

A Lilac possessing the characteristic Fragrance of the Natural Flowers.

If you are seeking a real Lilac note—Our White Lilac V.F. is the answer.

Write for sample and price.

VANILLIN FABRIK HAMBURG, GERMANY

OTTO OF ROSE—C. M. & K.

Offered to you as produced by nature.

Packed in \(^1/4\), \(^1/2\) and 1 Kilo. New York Stocks.

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BERTRAND FIRERES Natural Flower Oils

Time plays a very important part in the production of natural flower oils. Years ago, we established a factory right in the heart of the flower fields, permitting treatment of the delicate petals promptly after harvesting. By employing highly efficient methods, the delightful fragrance of the flower is retained to a remarkable degree. ¶ Jasmin is but one of the many natural oils produced by us for discriminating perfumers throughout the world.



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For Finest Results

—Use Natural Floral Oils

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Every perfumer will agree that natural floral oils cannot be replaced by synthetics. It is a well known fact that natural floral oils impart certain characteristics that give the finished perfume decidedly distinctive properties.

To insure positive results we suggest that you become better acquainted with B. F. Natural Rose. Orange, Jasmin, Tuberose and Cassie.

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Reproducing Lily of the Valley blossom perfume. Universally applicable, due to non-discoloring body. A popular formula requisite

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At a low cost it reproduces the natural flower effect. A perfect substitute for Jasmin Absolute.

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The widespread and increasing recognition by the public of the necessity for proper care of the teeth has resulted in a volume consumption of Dental Cream that causes many to consider favorably the prospects of presenting their own brand of dentifrice. You may have an established brand and merchandising outlets—or you may desire to start the product as an entirely new venture. In either event there is profit in Dental Cream—

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LILY SUPREME ISING

(Convallaria Majalis)

The base supreme for a true Lily of the Valley perfume.

Lily Supreme imparts the delicately elusive, refreshing and sweet odor of the natural May Blossoms in its exact character.

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- IONONES -

IONANTHEME 100%

Ionone 100% of superior quality containing the whole of the Ionones Alpha and Beta. Our product is characterized by its remarkable freshness and delicacy, due to the very important pro-portion of Ionone Alpha which it contains.

IONANTHEME

Current Ionone obtained by fractionating the "Ionantheme brute". Its color is much lighter and its odor is finer. The very advantageous price and the quality of this product permit its use very largely in Soapmaking and Perfumery.

IONANTHEME BRUTE

Crude body obtained through the action of acid Agents on Pseudo Ionone, having a brown color and a still rough odor but interesting for Soapmaking and certain very cheap compounds. This product is the raw material from which the other Ionan-

themes are derived.

IONANTHEME ALPHA

Ionone Alpha of peerless quality and of a light color. Its odor is at the same time very fresh and very lasting. Our Ionantheme Alpha is perfect for preparing high class perfumery.



IONANTHEME ALPHA

EXTRA BLANCHE

The index of refraction of this Ionone Alpha is 1,498. This prod-uct attains the highest possible degree of purity and is very valuable for making delicate perfumes.

W/E are glad to inform our Clientele that our Laboratories in Argenteuil having succeeded in improving the process of the manufacture of Ionone and Ionone Alpha, we are launching on the market, under the trade name of "IONANTHEME", a series of five new bodies which, owing to their excellent quality and advantageous prices, are of great interest for Perfumery and Soapmaking. The special care of our researches and the importance of our works have enabled us to create our "IONANTHEMES" and authorize us to recommend them in all confidence to our clients.

Samples will be sent on request.

JUSTIN DUPONT

ARGENTEUIL (FRANCE)

Exclusive representative in the United States & Canada

GEORGE SILVER IMPORT COMPANY NEW YORK 461-463 FOURTH AVENUE

Phone: AShland 4 - 2324 =

VANILLAL

THE importance of Vanilla as a flavor for chocolates, pastries, ice creams and various confections is well recognized, also the importance of its aroma for perfumery, face powders, lotions, etc. The attention of manufacturers interested in the odor of Vanilla has recently been directed to a new product known as

VANILLAL

The deficiency of the production of Vanilla Beans, and the high price of this raw material, brought about the discovery of artificial "Vanillin" many years ago. Everyone is now well acquainted with this "Methylic Ether":

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which has won a most important place in the line of synthetic perfumes.

We went a step further in this direction by perfecting the industrial production of **Vanillal** (Ethyl Protocatechuic Aldehyde).

This product possesses especially interesting odoriferous properties. Its appearance is quite similar to that of Vanillin; it melts at 77.5° centigrade; it is soluble in water, and in alcohol, even when cold.

An extremely interesting feature is its odoriferous power, which is approximately

4 TIMES GREATER THAN THAT OF VANILLIN.

In Europe some customers who had been regular users of Vanillin discovered at once the advantage of Vanillal, others, however, were somewhat skeptical at first, and were convinced only after a thorough test.

Samples will be sent on request.

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Ylang Ylang Nossi Bé Monopole "Choix Special"

also

Ylang Ylang Nossi Bé Monopole

DISTILLED especially for us by the "Pères Missionaires" of Nossi Bé. These oils are of the highest grade and always uniform in quality.

Absolute Essence Ylang Ylang S. I. S. 100%

A MOST interesting product; has a decidedly fresh floral note, as it contains only the finest odoriferous fractions of the oil. All insoluble and unodoriferous bodies have been eliminated.

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* * RADICALLY NEW MOLDED CLOSURES

BY ANCHOR

Anchor is an organization of closure specialists. It looks at closure problems with ideas and ideals based on a quarter century of practical experience. Before offering the trade a molded cap, that cap had to fully meet Anchor's ideas of what such a cap should do and what kind of a seal it should give.

For Anchor has a real appreciation of what manufacturers and packers are up against, of the troubles that an "almost perfect" seal can cause, of the necessity for proper results, not on 99 packages out of 100, but on the entire 100.

The Anchor Molded Cap Is Completely New

So the Anchor Research and Engineering Departments set to work. They started from the ground up to develop a molded cap that would meet certain exacting demands. There followed a long period of experimenting, testing, designing, discarding, and redesigning. Special tools and machines to make these caps had to be developed. Exhaustive tests had to be conducted to make absolutely sure that this new cap would do a better job, provide a better seal, and bring to the manufacturer certain definite advantages not possessed by any other similar closure.

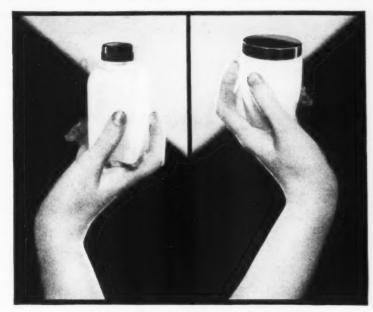
And now the new Anchor Molded Cap is ready. New production machinery has been installed and deliveries can be made at once.

Why It Is a Better Cap

There is no mystery about the Anchor Molded Cap. It is superior due to certain definite features incorporated in it, as well as to the extremely close limits of accuracy to which it is held.

While we have not the space here to describe in detail each mechanical feature, we can indicate what these features are and in general what they accomplish.

Liner Retaining Ledge and Liner Recess. A positive method of holding the liner in place. Permits safe shipment of caps completely assembled with proper liners. Eliminates assembly by you. Makes oversized liner unnecessary. Hence no lost seals or leakers through wrinkling or buckling of liner surface. Liners can't jar out in hoppers of capping machines. Allows free rotation of liner in cap, preventing



ANCHOR RESEARCH SCORES ANOTHER TRIUMPH

scratching or damaging of liner surface in sealing.

Another important point, liner does not adhere to top of glass container when the consumer removes the cap. There is no tendency for the liner to unscrew out of the cap as the latter is removed. Thus the consumer is spared the annoyance of replacing the liner or, as more usually happens, throwing it away, thus destroying the resealing quality of the cap and jeopardizing consumer good will.

The Wedge Construction of Jar Cans. Automatically forces the sides of the cap snugly against the sides of the container, Gives flexibility and elasticity to seal which holds cap securely on glass. Will not jar loose. Has "centering" action. Gives what might be called a "spring seal"—a highly desirable characteristic. Takes care of slight unevennesses inherent in container finishes.

Special Thread Construction. Adds strength to cap. Gives more accurate engaging of glass threads. Provides tighter seal. Requires only a minimum amount of turning to screw cap home. Threads on cap grip glass threads around entire circumference.

circumference.

Accurate Manufacture. The extreme care with which all Anchor

Molded Caps are made and the gauging of them within extremely close limits insure a uniform product that will take up the maximum amount of variation in commercial glass. These caps are designed to fit the standardized Glass Container Association finishes.

A Complete Line

Anchor Molded Caps are made in many sizes for bottles and jars. They come in a variety of attractive colors,

Get the Complete Facts

This Cap represents a real advance in Molded Cap construction. We have prepared a folder that describes its features in greater detail than is possible here.

If you use any type of molded cap now, or feel that you might do so at some time in the future, write for this folder.

We have a copy for you if you care to send for it. Just write your name and address on the margin of this page, tear it out and mail it to us.

Anchor Cap & Closure Corporation
Long Island City, N. Y. Toronto, Canada
Branch Offices in all principal cities

Anchor CONSUMER-APPROVED CLOSURES for every packing need

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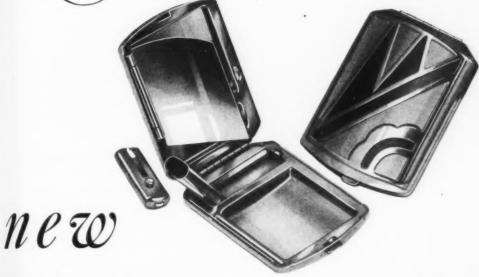
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Adaptable to crystal finishing or cutting. Stopper No. 292. Supplied with stoppers in blue, green, amber, jade, black and clear flint.

In the following sizes: 2 drs., 1/2 oz., 1 oz., 2 oz., 4 oz. and 8 oz., permitting one style of bottle for different sized packages.



This package is attractive for its simplicity

The brilliant, sparkling finish obtained by our new chromium mold process is available for both hand and machine-made bottles. . . . It will add much to the beauty and sales appeal of your containers.

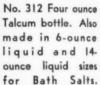
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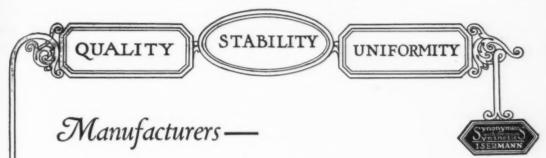
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We put them all together in an appealingly designed carton all ready to place as a display on your counter—but not for long—for no woman could pass by so entrancing a put up. Each arrested attention means an easy sale, repeat business on refills and substantial profit every time. Mention No. 999 when you order.









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of a pure oil and with the addition of a greater lasting quality can be obtained by the following formula. Try it. It will surprise you.

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Will Not Discolor

NEWPORT BENZOPHENONE CRYSTALS

The clear fresh odor note of the Rose embodied in a pure white crystalline form at a price well within the cost range of any toilet or liquid soap formulae.

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Sprinkler Tops

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Aluminum and Nickel Plated Cork Tops

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Highly Polished Coppered Cans for Essential Oils.

Rectal Pipes for Pile Ointments.

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Consolidated Fruit Jar Co.

Established 1858

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For Sheer Economy of Operation Schmidt Service Leads



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Oil Cherry is New!

Reprinted from Oil & Fat Industries, Vol. VII, No. 11, October, 1930, pp. 371, 372 and 387.

American Cherry Kernel Oil

A Contribution from the Oil, Fat and Wax Laboratory, Bureau of Chemistry and Soils, U. S. Department of Agriculture

By George S. Jamieson and Samuel I. Gertler

THE ANALYSIS TABLES

TABLE I CHEMICAL AND PHYSICAL CHARACTERISTICS			TABLE II Acids in Oil Acids	Acids as Glycerides
Specific Gravity 25/25° Refractive index at 25° Acid value Iodine number (Hanus) Saponification value Reichert-Meissl value Polenske number Unsaponifiable matter, % Saturated acids, corrected, % Unsaturated acids, corrected, % Iodine number of unsaturated acids	0.9176 1.4742 4.39	Refined Oil 0.9183 1.4740 0.09 115.8 190.7 0.3 0.2 0.5 7.7 87. 127.9	Myristic 0.19 Palmitic 4.04 Stearic 2.79 Arachidic 0.72 TABLE III THE PERCENTAGES OF THE FATTY AS GLYCERIDES Glycerides of Oleic Acid Linolic Acid Myristic Acid Palmitic Acid Stearic Acid Stearic Acid Arachidic Acid	Per Cent 48.9 41.9 0.2 4.2 2.9

THE COMMENTS

The oil is being used in the manufacture of various cosmetics, for some pharmaceutical preparations and as a salad oil, for which purposes it appears to be well adapted. Contrary to Lewkowitsch's (6 Ed. Vol. 2, p. 286) statement in regard to the European cherry oil, the American product is reported to have good keeping qualities . . . after being held for more than a year, was found to be in excellent condition.

In many respects, cherry kernel oil is similar to that from almond, apricot and peach kernels, but has a somewhat different composition as shown by its higher iodine number, which is 110-122, whereas the range of the iodine number for these other kernel oils is from 93 to 109.

Characteristics of the Oil

The crude oil is dark golden yellow. It has a distinct nut-like odor and a slightly bitter taste. The refined oil, which is of a pale straw color, has a pleasant bland flavor.

The Iodine No. 110-122

Pharmaceutical Preparations

The Saponification Value 190-200 A Base for Cleansing

We Have Found What Dame Nature Intended For the Human Skin and Hair

A. C. DRURY and CO., Inc.

106 East Austin Ave. Chicago, Ill. General Sales Agents CHERRY OIL CO.

Sturgeon Bay, Wis.

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AST month we advised manufacturers to consider, because of favorable markets, their requirements of various essential oils. We have acted on our suggestion and have now affoat from original sources—

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Petitgrain Paraguay
Bois de Rose Cayenne
Citronella Java
Ylang Ylang Bourbon
Lavender Mont Blanc
Lemon Messina
Bergamot Calabrian

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Ex. Light

Dense

TALC "SIERRA"

Snov

Cloud

Mist

CASTILE SOAP LACO

Powdered

Grenula

STEARATES

Zine

Magnesia

WHITE OILS

STEARIC ACID

Triple Pressed

Saponified

ZINC OXIDE

Gold Seal U.S.P.

White Seal

FLORAL ABSOLUTES

Natural Specialties

COLGATE-PALMOLIVE-PEET COMPANY Chicago, Illinois

Sturge's English

H. J. BAKER & BRO. New York

SIERRA TALC CO.
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Cincinnati
Ohio

Mines et Fonderies de Zinc de la Vieille Montagne PHILIPP BROTHERS, NEW YORK

> P. ROBERTET & CIE Gresse Frence

In addition to the above items which we handle as sales agents for our principals, we are engaged, on our own account, in the importation of an extensive line of Raw Materials, carrying spot stocks.

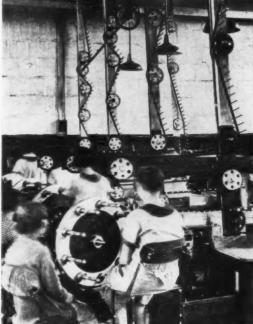
A. C. Drury & Co., Importers

CHEMICALS - ESSENTIAL OILS - SYNTHETICS - BOUQUETS - TALC - CLAY - WAX

106 East Austin Avenue [*Cable Address] Chicago, Illinois

American Testing

a glimpse at the Jun



Resistal

makes a good tube better. 60% of all Sun Tubes use this superior overcoating.

P. S. depacked products . . . sell.





GRPORATION° ARTISTIC COLLAPSIBLE TUBES

AT Hillside, N.J.

240

Sun-packed products, ... sell

... we sold 11,952,000 more tin tubes in 1930 than in any other year.

For *one* account, of volume, who is tired of buying indifferent tubes, at tricky markets, we offer exceptional, . . . and over a period of time, . . . non-competitive, values.

P. S. . . . ask anyone about Sun Tubes



Chemicals Essential Oils Aromatic Specialties

EURO AMERICAN CORPORATION

125-135 New Jersey R. R. Ave. Newark, N. J.

Sole American Representatives for

METZNER & OTTO

LEIPZIG, GERMANY

Established 1861

FOR

162 YEARS

the House of Chiris has maintained its name for reliability and quality while serving the Perfumery and Soap trade with perfume materials. The same lofty ideals that inspired the founder of our establishment, have been preserved through successive generations.

The offerings of the Chiris Company are obtained from actual production units controlled by Chiris at the various producing centers throughout the world.

Outstanding



Since 1768

The Chiris Organization is a Vast one serving YOU!

Production Units

Main Factory: GRASSE, FRANCE

L'ABADIE, France LE VIGNAL, France PUBERCLAIRE, France BARREME, France LA ROQUE-ESCLAPON RAHMANLARE, Bulgaria VIGONE, Italy AVOLA, Italy BOUFARIK, Algeria SOUSSE, Tunis ANTALAHA, Madagascar SAINT-DENIS, Bourbon Is. BAMBAO, Camores Is. SURABAYA, E. I. LANGSON, Tonkin CHUNG-KING, China TATSIENLU, China CAYENNE, Fr. Guiana

Les HESPERIDEES, Reggio, Italy

MESSINA, Sicily

From "CHIRIS"

to American Consumers of Perfume Materials

Are you satisfied that you are formulating the best possible odor combinations — one of the greatest aids to your Sales Organization, insofar as the marketing of your finished Toilet Requisites is concerned?

Are you trying all the Perfume materials that contribute so much toward giving your perfume compounds that particular and inimitable character so desirable, and necessary? Do you work with such perfume materials as Genuine Absolu Zdravetz, Oils Basil French, Verbena, Angelica Seed, Hyssop, Sage Sclarée, Petitgrain Citronnier, Ambrette Absolute, Ylang

Ylang Soluble Terpeneless Extra; Superessences — Jasmin, Rose and Mousse de Chéne, and other of the "Chiris" natural specialties. Or are you just content to formulate a so-called "fairly nice" odor, and rush samples of your finished new products to your salesmen, without taking the very much needed time to experiment with those perfume oils which give that warmth and character so necessary in your odor, and which contributes largely toward the success of the sale of your products?

Consider this matter very carefully!

Our Organization, which has been serving the perfume trade for over one hundred and sixty-two (162) years, is always glad to furnish you with samples and information concerning any of our products.





Since 1768

THE ANTOINE CHIRIS COMPANY

147 · 153 Waverly Place New York

PARIS

LONDON

Service Department
American Perform

YOU can find "Paris Cosmetics" in many a package of well known Trade Mark

It is consistent ultra-fine quality co-ordinated with reliable service that has built a reputation for "Paris Cosmetics"

Our Service To Manufacturing Perfumers

In bulk shipments or complete packages under your own label

FACE CREAMS and LOTIONS Super Indelible (in modern tones) All modern types of the finest quality

LIPSTICKS Super Orange

COMPACTS Rouge and Powder

POWDERS ADDITIONAL for Face PRODUCTS for After the Eyebrow Pencils Superfine Quality Bath-Talcum Cream Rouge

It Will Pay You To Investigate



PARIS COSMETICS, INC.

cosmetics of ultra-fine quality 116 WEST 14th STREET NEW YORK, N. Y.

POWDER PUFFS that are RETTER MADE



Unique wallets for perfume vials and vanities also our specialty.

Our prices and quality must be right.

Our capacity is 100,-000 units per day.



Furlager Manufacturing Co., Inc. 116 WEST 14th STREET, NEW YORK, N. Y.

"Service Via The Golden Rule"



Absorbed by the skin . . .

Used in Liquid . . . Tissue . . .

Vanishing and Cleansing Creams
. . . and for all Cosmetic Purposes

. FALBA ABSORPTION BASE

Absorbs 5 Times its own Weight of Water

Falba Absorption Base has the power of absorbing up to five times its own weight of water on aqueous solutions.

The mixture is simply accomplished by gradually adding the water or other liquid, cold, and mixing intimately using a slow motion agitator. To insure perfect absorption, it is important that the liquid be added gradually.

The resultant mixture is homogeneous, smooth, white and creamy, easily absorbed by the skin, and giving an exceedingly cooling effect.

Falba Absorption Base is not only readily absorbed, but has distinct skin healing properties. Combined with aqueous medicinal solutions, it should make effective skin unguents and ointments that are easily absorbed and both healing and cooling.

Falba Absorption Base will not oxidize or turn rancid, but will prevent oxidation and rancidity of ingredients mixed with it.

Write us for samples



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COMFORT MANUFACTURING CO.

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MANUFACTURERS of

SHAVING CREAMS

- . TOOTH PASTES .
- . FACE CREAMS .
- . . . LOTIONS . . .
- . ASTRINGENTS .

and FACE POWDERS

PRIVATE LABEL

Lilac Aldehyde Flora real value

- 1—Possesses a distinctive flowery note.
- 2-Revealing in its true-to-nature effect.
- 3—A vivifying base replacing the harsher commonly known leaf-green bases.
- 4—STRONG and LASTING—therefore ECO-NOMICAL.
- 5—Recommended especially for LILAC odors or for compounds of the LILAC and LILY OF THE VALLEY type.
- 6-Worth investigating-please ask for samples.

Chemical Works Flora

DUBENDORF-ZURICH, Switzerland



Established 1899

Sole representative for United States and Canada

FLORA AROMATICS CO.

NCORPORATED

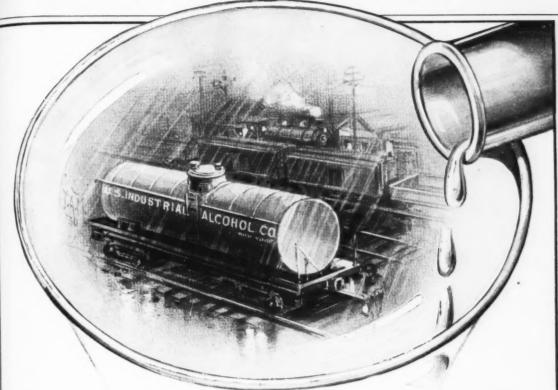
920 Broadway, New York Telephone ALgonquin 4—7645 Pacific Coast Selling Agents
WILLIAM A. SHERRY & CO.
Los Angeles

U.

ALCOHOL-ALADDIN'S LAMP



OF MODERN DAY INDUSTRY



Absolute Means Absolute!

A few years ago anhydrous alcohol was little more than a chemical formula—an ideal set up for comparisons in laboratory work. True, absolute alcohol could be made, but not in the quantities required by Industry for many specific needs. A special still and a special process developed by U. S. I. solved that problem too.

Today, U. S. I. ships anhydrous alcohol by tank car lots. This was a startling development of far-reaching import in the solvents, varnish, paint-remover, and nitro-cellulose industries.

While quantity production of Anhydrous Alcohol proved that a chemical ideal had practical value, it also did something else. It proved again that U. 5. 1, chemists are constantly alert to render a service to other industries. Confer with us.

U. S. Industrial Alcohol Co. U. S. Industrial Chemical Co., Inc.

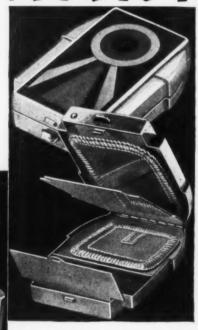
60 East 42nd Street, New York City

Through the Alphabet with Alcohol-Series Y

APLI in FINE ~ SMART



The very newest designs in lipsticks, shown here are available in all color combinations. APLI indelible lipsticks are universally recognized as the finest the industry affeeds. Their superiority has been proven by every known test.



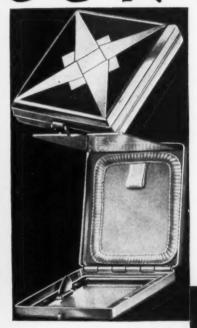
The famous APLI triple is now available in "miniature" as shown above. These cases are both practical and beautiful and are offered in a variety of modern effects. Each case holds rouge, ponder and lip paste. Patents on these cases are sold filled with APLI products exclusively.

Shown at left is our famous triple vanity holding rouge, poseder and lip paste. These cases are jowel-like in beauty and can be had in a variety of designs. Patents on this triple are owned and controlled by the APLI and the cases are sold filled only with APLI products.

AMERICAN

Makers of

leads again **OSMET** CONTAINERS



art vanity is available as a single, double or double loose-pack. It may be had in designs to harmonize with your own line. Its graceful proportions lend it a particularly strong appeal. It is destined to be an unusually rapid seller.

Having set the industry's pace for seven years in the matter of quality cosmetics, this firm is now also engaged in blazing a trail in the matter of smart containers.

A few of our designs are illustrated here. We are also prepared to design to your particular specifications.

Although APLI process cosmetics are universally regarded as the finest this industry affords, they are priced but slightly higher than those of ordinary manufacture. The line includes rouge, powder, lip stick, lip paste and eye shadow. Shades are always corrected to the season's latest mode—and samples are at all times available for tests of quality, purity and texture.

Inquiries are solicited from firms anxious to improve the quality of their preparations and the smartness of their cases—at the same time insuring themselves of a substantial margin of profit.



Here are shown our Cathedral, Fan and Roman-esque vanities and our newest eye shadow or lip paste container. The vanities are interesting from the standpoint of their uncommon but at-tractive shapes. The eye shadow or lip paste container features an unbreakable mirror which eliminates the danger of glass particles falling into the paste material.

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PERFUMERS' LABORATORIES, Inc.

the World's Finest Cosmetics 151-153 WEST 19th ST., NEW YORK CITY

Cosmetic **Specialists**

Cosmetics Manufactured Per Your Individual Specification Complete Packages Under Your Private Label In Bulk-Or We Complete Your Package

Dependable Service to Manufacturers Exclusively

Compacts (New Process)

Rouge and Powder

Lip Sticks

(Changeable Orange-Indelible)

Camphor Ice Sticks Eyebrow Pencils Water Cosmetique Cream Rouge

Powders

Face and Talcum Bath

Dusting

Face Creams

Cleansing Vanishing

etc.

FRENCH COSMETIC MFG. CO., Inc.

551 WEST 21st STREET

NEW YORK CITY

Rose Ketone

Ever since its introduction, Rose Ketone has won most favorable comments from perfumers who have examined it. ¶Rose Ketone strikes a new, a rich and an original tone. It is rosy—yet it has an elusive, delicately sweet and persistent aftertone which makes it most useful in a wide variety of compositions. ¶The rich, persistent character of Rose Ketone is adaptable for use in all toiletries—but may we suggest that you particularly acquaint yourself with its value in Face Powder?

We shall gladly mail your sample upon request.

See Page Two

See Page Three

Etablissements ALBERT ERLEY PARIS CHICAGO NEW YORK

Sole Representative U. S. and Canada

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DAVID A. BENNETT, Pres.

11 E. Austin Avenue, Chicago SUPerior 1203 39 Cortlandt St., New York CORtlandt 0472

Muguet Aldehyde

Muguet Aldehyde is one of the most popular Verley products among perfumers desirous of obtaining the fresh character and the refined aroma of the Lily of the Valley. It is a synthetic of many uses.

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Novelties

DI HYDRO FARNESOL (Ambrette seed note—excellent in Ambres) NEROL

(Natural constituent of Neroli, Rose, etc.) HYDROQUINALDEINE (Lilac Base)

SESQUIROLENE (Powerful Fixative)

XANTOGENOL (Dianthus Base)
LINALYL ISOBUTYRATE
JASMINIQUE ALDEHYDE
JASMINIQUE ALCOHOL
BENZYLISOEUGENOL
LINALYL BENZOATE

Etc., Etc., Etc.

Our Technical Service is at the disposal of our customers for suggestions on the use of our products.

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Alcool Jasminique

The continued success which this synthetic enjoys is indicative of its wide applicability—not only in those compositions where the jasmin note is sought—but wherever the attainment of a new, lasting and individual shading is desired.

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Printed by Service Department Apperican Perfume

"PLAIMAR" Sandalwood Oil

(Distilled from Santalum Spicatum)

DLAIMAR Sandalwood Oil distilled from selected Australian wood Santalum Spicatum has a perfuming value and a fixative quality which renders it extremely useful in nearly all soap and powder compositions; and particularly in those in which it is desirable to create an enduring rose note.

> Packed in 7 lb. tins, eight to the case. Sold Through All Jobbers

Official in the French Codex as a Medicinal Oil

Buy PLAIMAR oil and ensure uniformity of quality and regularity of supply. It is sold under the following guaranteed analysis:

LIMITS OF ANALYSIS:

Sp. Gr. @ 15.5°c - 0.971 to 0.978 Opt. Rotation AD - -4° to -10° Alcohol as Santalol - 90% to 95% Solubility in 70% Alcohol-1 in 3 to 1 in 6 Vols.



ARAUCARIA OIL:

The excellent fixative qualities of this oil are fully appreciated in Europe, and it is now strongly recommended to American perfumers, toilet preparation and soap manufacturers for this purpose.

Freely soluble in 65% alcohol.

PLAIMAR, LIMITED

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Paris Address:

Berlin Address:

Etablissements Plaistowe, 11 bis. Rue Volney. Dr. Leopold Laserson, SW 68, Alte Jakobstr. 20-22.



PUBLIC as a jewel, but personal as the portrait in a hidden locket, there can be no evading the intimate relationship of compact and lipstick to the owner.

Taste plays a greater part in the selection of such articles than in the choice of almost any other woman-purchased product. Fortunate is the cosmetician whose containers possess an air of individual intimacy — that intimacy which provokes those strictly feminine words of praise that make women buy.

Above are shown a vanity case, a rouge box and a lipstick which have contributed to the

success of the *Dorothy Gray* line of cosmetics. They are typical examples of the skill and understanding with which the Scovill Manufacturing Company designs and manufactures containers for many of the leading cosmeticians in this country.

Interpreting the needs of customers with both a full appreciation of modern art and a wide background of practical experience, Scovill combines in its service all three essentials required by the cosmetician—originality, quality, economy. An opportunity to discuss your problems with you will be welcomed.



Scovill

SCOVILL MANUFACTURING COMPANY, WATERBURY, CONNECTICUT

New York Cincinnati

Philadelphia Atlanta

Boston San Francisco Providence Los Angeles Chicago Detroit Cleveland In Europe: The Hague, Holland



SALES OFFICES and WAREHOUSES

Baltimore, Md. Memphis, Tenn. Birmingham, Ala. Minneapolis, Minn. Nashville, Tenn. Boston, Mass. Buffalo, N. Y. New York, N. Y. Omaha, Nebr. Chicago, Ill. Cincinnati, Ohio Pekin, Ill. Cleveland, Ohio Philadelphia, Pa. Detroit, Mich. Pittsburgh, Pa. Grand Rapids, Mich. St. Louis, Mo. St. Paul, Minn. Gretna, La. Indianapolis, Ind. San Francisco, Cal. Kansas City, Mo. Toledo, Ohio Wichita, Kans.

Warehouse stocks carried at all principal consuming points

Plants: Pekin, Ill. Gretna, La. Sausalito, Cal. Philadelphia, Pa.

Specially Denatured Alcohol Colorless, Odorless

Nothing less than the best will do, where ingredients for the manufacture of quality perfumes are concerned; and "Everclear" Alcohol is a base which is worthy of the finest.

Its sparkling clearness, its absolute freedom from any trace of color or odor, give evidence of the purity of "Everclear."

AMERICAN
COMMERCIAL ALCOHOL
CORPORATION

420 Lexington Avenue, New York, N. Y.

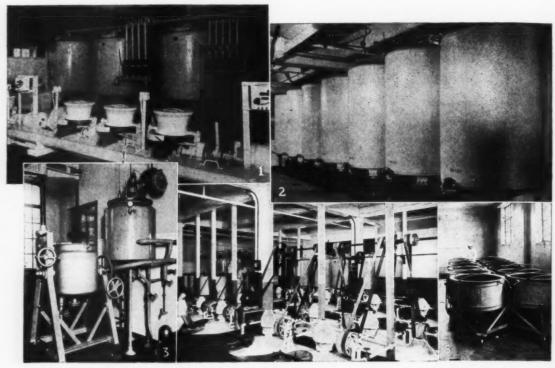




NO PERFUMER

SHOULD RISK HIS PRODUCT TO CONTAMINATION

when Pfaudler Glass Lined Equipment is available!



The world's leading companies in the chemical and allied field use Pfaudler equipment in preparing sensitive or corrosive products. A few of these are illustrated: 1. Kolynos Tooth Paste in the making—Kolynos Co., Ltd., London, England; 2. Part of the storage department at H. K. Mulford Co., Philadelphia, Pa.; 3. Some of the Pfaudler equipment used at Institute Bacteriologico, Buenos Aires, Argentina, for making serams; 4. The "Listerine" mixing department at the St. Louis plant of Lambert Pharmacal Co.; 5. Portable equipment used at Caldwell Pepsin Syrup Co., Monticello, Ind.

Store essential oils and other volatile compounds in air-tight glass lined storage tanks.

Process in air-tight glass lined reaction kettles.

We would like to know the value of perfumes ruined by discoloration every year. It must be a considerable item because Pfaudler replaces a great many pieces of equipment which have caused discoloration. But why take chances? Pfaudler glass lined, acid resisting, air tight kettles and tanks are used by the industry's leaders because they have proved dependable. Profit by the experience of others. Send for our new catalogs!

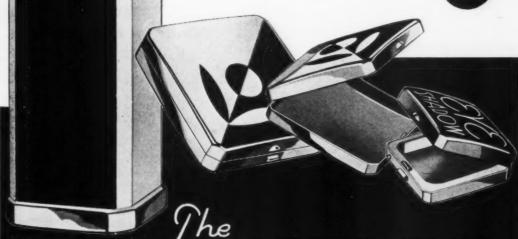
THE PFAUDLER COMPANY, 1501 Gas & Elec. Bldg., Rochester, N. Y.

NEW YORK ELYRIA, O. CHICAGO SAN FRANCISCO LOS ANGELES 8 West 40th St. Pfaudler-Elyria Div. 1422 Conway Bidg. 122 New Montgomery St. 1855 Industrial 8t.



BRIDGEPORT >> OUALITY PRODUCTS >

VANITY CASES
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LIPSTICK HOLDERS
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HOLDERS
BOTTLE CAPS
JAR CAPS
METAL NOVELTIES
TO ORDER



BRIDGEPORT METAL GOODS MFG. CO. BRIDGEPORT, CONN.

ESTABLISHED 1909

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GERANIOL

GERANIOL PALMAROSA

Oil Citronella (from Java)

> product imparts the true Red Rose character

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guaranteed FFCL

The perfect

Jasmin base. So beautiful that it is almost a Jasmin

ACETATE

BENZYL

The all-around Rose base

by itself

ROSE PARIS DUVAL

Products it will pay

to investigate. We

invite your inquiries.

The all-purpose perfume oil. Suitable for all types of toilet

preparations

ABOMATIC CHEMICALS STANCARDIZED THEREFORE ALWAYS THE SAME 1-(.

1

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BAKA

OTTO OF ROSE AS IT COMES OUT OF THE STILL.

CITELS AND TERRENELESS BILS OF PIGHEST QUALITY

MARIO-



FEMININE SHOPPERS

PREFER THAT

MODERNISTIC

T O U C H

LET STANLEY.
MODERNIZE
YOUR PRODUCTS

BY CREATING YOUR SEALS

REAL METAL

"OUTSIDE EVIDENCE OF NSIDE QUALITY"

WRITE . FOR ."THE . MARK . OF . DISTINCTION".



THIS ARK OF DISTINCTION IS MAKING SALES FOR TOILETRIES AND PERFUME

That customers in retail stores DO show a decided preference for Stanley labelled perfumes, cosmetics, etc.—and frequently ask for the product with the metal label—is amply proven by the experience of dozens of firms in your own line of business.

"Point of sale advertising at its best" is the enthusiastic comment of dealer and manufacturer alike. It is a well known fact that if you can get your merchandise in the prospect's hand, the sale is half made. Stanley metal labels DO IT FOR YOU.

Not only the BEAUTY of the label itself—but the curiosity of the buyer to see if the label is GENUINE METAL—frequently is "the turning point" in the sale.

Stanley labels will stick fast to anything. They will not scratch, mar or discolor—even if liquids are spilled on them. They are easily and quickly applied. Because they will not "gum together" there is no waste or spoilage.

THE STANLEY MANUFACTURING CO.

DAYTON, OHIO, U. S. A.

Members of American Manufacturers of Toilet Goods Association

Sales Offices

230 Park Avenue, New York 6729 N. 16th Street, Philadelphia 64 W. Randolph Street, Chicago, Ill. 524 Spring Street, Los Angeles, Calif.

SIBLE

ATLANTIC MANUFACTURING CO. 555-563 So. Belmont Ave., Newark, New Jersey

STOCK MODELS

White, black, green, red and blue semi-crystal

Bottle 2182 Box 6650

Bonle 2158 Box 6358-2



Box 6645-5

Bottle 2191 Box 6793

Catalog and Price List sent on request

Bottles and Boxes

Made in France

Stock or Private Models

Bottle 2176 Box 6638

Most of our bottles are carried in stock in $\frac{1}{4}$ - $\frac{1}{4}$ - $\frac{1}{4}$ - $\frac{1}{4}$ - 1-2-3-4 and 8-oz. cap.

NANCY CRYSTAL CO., Inc. 130 Bleecker Street, New York City American branch of the "Cristalleries de Nancy" (Nancy, France) No More Clips!



Clips on tubes will soon be a thing of the past—all the troubles and expense of this unsatisfactory closure are no longer necessary.

The Kiefer Clipless Closure (patented) gives you a tightly closed, handsomely finished tube without a clip.

The new Kiefer Tube Filler and Closer is the product of six years study and experimenting to eliminate troubles of tube filling and closing. It has been accomplished in a masterpiece of mechanical perfection.

This machine has not been offered to the trade until four machines were in daily use, giving 100% satisfaction, and demonstrating the great advantages and mechanical superiority of this machine. Users of the machine are enthusiastic over this invention.

Not little of the success of this machine is due to the Kiefer Impacta Method of Filling (patented)—a surprising new principle of filling which packs the tubes solidly and without smearing. No air bubbles. No need of wiping tubes.

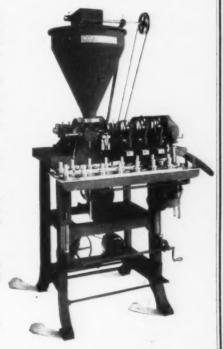
Compare a Kiefer closed tube with the best clipclosed tube there is and you will find the Kiefer closure just as tight.

Compare the Kiefer closure with any folded tube. Squeeze them—only the Kiefer closure will hold. Only the Kiefer Clipless Closure can be used with confidence.

No longer tube is needed than for clip closure.

Write now for sample tube and full details of this machine. Every day you use clips you are throwing money away.

The Karl Kiefer Machine Company Cincinnati, Ohio





Travel hazards put too severe a test on "ordinary" tube caps. Swaying trains, fast motors, and the constant manhandling of luggage cannot detach or loosen the *Captive Cap. It insures your product under all conditions.

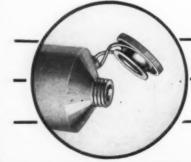
THE "*CAPTIVE CAP"... MEETS EVERY DEMAND OF THE TRAVEL-WISE

THE pace of modern living—motoring, air travel and trips by train and boat—has converted American women into a nation of travellers . . . And always in their smart luggage you will find their favorite cleansing cream, packed in tubes for greater convenience.

Think of the inconvenience to your customer if the tube cap were lost . . . a wasted tube of cream . . . perhaps a ruined wardrobe, with the resulting illwill for the product itself.

There is a waiting market for a good cleansing cream; travel packed with the *Captive Cap. This inimitable little device cannot get lost. It builds goodwill for your product and gives it one additional sales feature.

* Device Pat. U. S. and foreign countries.



NATIONAL COLLAPSIBLE TUBE CO.

PROVIDENCE

RHODE ISLAND

Foreign Representative for "Captive Cap": BETTS & CO., Ltd. . . . London . . . N. I.



Junior Durkin as Huckleberry Finn in Paramount's Picturization of Tom Sawyer



With as withThere's a difference in KIND and GRADE

Joe's stolen gold. Pirates plunder or robbers loot and doubloons or double eagles and gold from 14 to 22 carats fine, made from the same basic metal and bearing the same name, yet different in kind, grade and value. Coinages of pure gold are impractical. Jewelery of the same character wears too readily. The gold of the gold beater differs from that of the craftsman who draws it into fine wire while the plater uses still another grade.

Each variety of gold differs in color, hardness, ductility and other physical properties. No one of these will serve all purposes equally well. It is necessary to specify them for their appointed uses by both kind and grade.

Alcohol, like gold, is a family name for an extensive number of products. It is made either from grain or molasses in scores of grades and varieties. Each kind and grade serves certain purposes better than all the rest.

Rossville Certified Grain Alcohol is made from Grain only and is so labeled and guaranteed. Leading manufacturers of perfumes and cosmetics specify it because of its superior solvent and preservative qualities. It is especially filtered, clear, sparkling, pleasant in odor and taste, and consistently retains the permanency of its high character. It can be run to any required specification demanded by utmost accuracy. Write for prices.

ROSSVILLE COMMERCIAL ALCOHOL CORPORATION Chanin Bldg., N. Y.

A Division of American Solvents & Chemical Corporation

Chicago, Philadelphia, Brooklyn, Detroit, Cleveland, Boston, Baltimore, St. Louis, Pittsburgh, Buffalo, Cincinnati, New Orleans, Kansas City, Minneapolis, Louisville, Rochester, N. Y., Grand Rapids, Mich., Newark N. J.



ENVENUTO CELLINI and other world-famous goldsmiths placed their private mark upon the finest examples of their art. It was a hallmark of their skill, and a guarantee to patrons that no lesser hands than theirs had been entrusted with the work.

In the same way, Rossville places its guarantee upon all shipments of Certified Grain Alcohol. This is your assurance that it is made from grain only and carefully filtered by exclusive Rossville processes. Leading perfumers depend on it because of its high character, clearness and freedom from odor or taste. Specify it by kind and grade. It can be run to any required specification.



Made from Only

ar

ta

Q to

m

ah

Rossville places this guarantee on all shipments of grain Alcohol as a certification of the fixed properties of all Alcohol so labeled. It is your assurance of quality and uniformity.

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STOKES Machines are Used by Vantine



O fill their powder containers of various sizes and to compress their incense cones.

It is on the endorsement of such use by a large number of satisfied customers that we rely to convince you that what is profitable for them may be for you—to interest you in submitting your particular manufacturing requirements or problems to us for consultation.

Thirty-five years' experience in this field has built up a fund of technical knowledge that is unsurpassed — and it is at your disposal.



STOKES new Powder Filler and Capper

15A. A versatile machine for filling practically any powdered or granular product into containers of a wide variety of shapes and sizes. Quickly "changed over." Comes in basic model to which attachments—capper, overhead feed, container carrier, "no can-no fill" control, automatic container discharge—can be added as desired. Economical, clean, accurate, dependable, simple, compact. Capacity 25-40 containers per minute.



Write for General Catalog STOKES improved Rotary Tablet

Machine. For compressing a wide variety of tablets of practically any size and shape (including perforated tablets). Has safety weight for releasing excess pressure. Clean, quiet, easily adjusted. Several models and types available. Capacity up to 1200 per minute.

FISTOKES MACHINE COMPANY

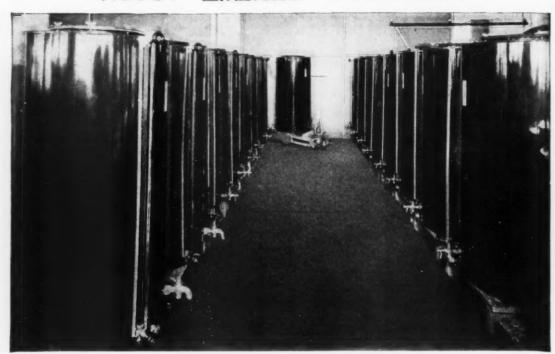
Perfumers' Equipment since 1895

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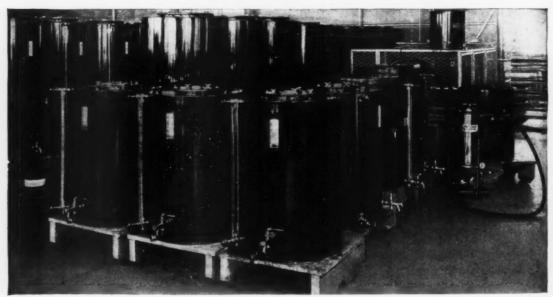
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ALSOP Hy Speed EQUIPMENT



Because of their light weight, ALSOP GLASS-LINED STORAGE TANKS are easily moved to accommodate changes in plant or process. A typical large-production battery.



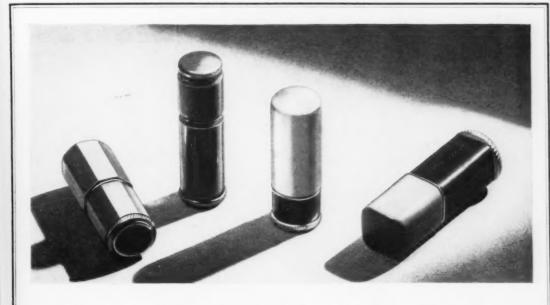
This installation of ALSOP Air-Tight Glass-Lined Settling Tanks, filled through a "Hy-Speed" Internal Pressure Filter, insures a product of utmost purity and polish.

ALSOP ENGINEERING CO.

This is a page reprinted from the new, profusely illustrated ALSOP catalogue Write for your copy today.

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Mechanically Perfect ... Hingeco Lipstick Cases Need No Improvement

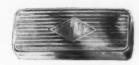
"Lipstick Cases by Hingeco"... this phrase has come to mean the ultimate in smartness and mechanical perfection. The reason for this is obvious... Hingeco executives are practical men, schooled in every detail of craftsmanship and die making.

Every part of a Hingeco case is made and assembled right in our own factory. This eliminates poorly fitted parts so common on cases where parts are bought elsewhere and then assembled.

Write for samples and you will notice the superior quality and workmanship of our containers.

They cost no more.

We are Originators of



Metal Mascara Cases

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STOKES & SMITH American Fillers have flexibility to the nth degree. Here are three distinctly different containers, holding three distinctly different materials—all filled with equal facility.

This Universal Machine is filling 126 different kinds of materials — powdered and granular products, pastes and creams.

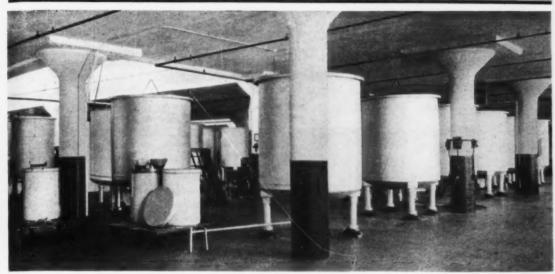
Capacities, ½ ounce up to 5 pounds; 15 to 25 containers per minute.

Send us samples for estimate.

STOKES & SMITH COMPANY

Package Filling, Sealing and Weighing Machines, Tight Wrapping Machines, Envelope Sealers
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GLASCOTE, IS, GLASS, ON, STEEL



Various types of Glascote Glass Coated Equipment aggregating 21,825 gallons capacity are used by The Walgreen Drug Company, Chicago

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OUR thousand years of experience have proved that glass is the only safe container for precious liquids—the only dependable material for preserving the original purity for any period of time, no matter how long. That's why you sell your products in glass.

Why Don't You MAKE Your Products in GLASS?

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Whatever can be formed in sheet steel can be coated with Glascote. The smallest Glascote unit is larger than the largest possible piece of practicable glassware. The results are the same—the inertness, smoothness, cleanliness, permanence and dependability of glass in any capacity up to 7,500 gallons, plus mechanical and thermal facilities for agitation, heating, cooling, pressure or vacuum.

Glascote has a dozen years of marked success to its credit in every important industry where the purity, color and flavor of liquids and semi-liquids are imperative.

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The New Gray Go-Safe Mailing Box for Sampling



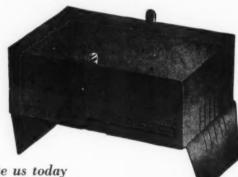
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Our Sealable Style of "Go-Safe" mailing boxes are made with a cover that telescopes. This cover includes four paper gummed flaps that seal the box into the cover.

Cannot be opened without breaking the seal, making a very desirable mailer for valuable articles.

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LET OUR MANUFACTURING EXPERIENCE SINCE 1812 BE YOUR GUARANTEE.



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If you are exacting-

in selecting

NEUTRAL POWDERED SOAPS

for your tooth paste or toilet preparation you must consider these important points:-

The specific properties of he soap for your particular product. The fineness to which the soap is pulverized.

The uniformity of the soap after storage for a period of time. The color, odor, and taste of the soap.

POWCO BRAND LABORATORY CONTROLLED NEUTRAL POWDERED SOAPS meet these exacting requirements. They eliminate the danger that the use of improper soap attaches to your finished product.

Allow us to analyze your soap problem and submit samples.

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Peerless Tubes Preserve and Outlast Their Contents Write today for samples

PEERLESS TUBE COMPANY, 48 Locust Ave., Bloomfield, N. J.

BLACK ON GREEN

HOW THE NEW VAN RAALTE BOTTLE FOLLOWED THE

TREND AND JOINED THE NINETY-FIVE PER CENT

Any manufacturer who hopes to compete against the long list of toiletry and pharmaceutical preparations now on the market has his work cut out for him. Even with advertising and an established name to back him up.

A new liquid soap looks the part

Van Raalte, makers of fine stockings, underthings, and fabric gloves, have been working for some time on a new liquid cold-water soap. Perfecting the soap, they set about for the right container—to maintain Van Raalte prestige, to do a good selling job. The perfected bottle has straight, modern lines, with a label in smart Gothic lettering and simple design. A black cap to set off the green color of the liquid is made of Durez.

In selecting the perfect molding compound, Van Raalte kept on maintraveled roads. More than 95% of all molded closures in use today are Durez closures. Representative users include Squibb, Listerine, Iodent, Parke-Davis, LaLasine, Zonite, Pebeco, Colgate-Palmolive-Peet, J. B. Williams, Johnson & Johnson, Dr. West, Colonial Club, Pinaud, Dorothy Gray, Quinlan, and scores of others.

Closures made of Durez are strong and tough, yet light. Resistant to acids, oils, moisture and other destructive agents, they will not discolor the contents of the tube, nor corrode in contents of the tube, nor corrode in contents with the product. . . Easily, quickly gripped, Durez closures screw down so tightly that leakage is avoided. Yet, because Durez threads are molded, not cut, within closest commercial limits of accuracy, these closures do not bind, but release instantly.

New pastel colors

In a wide range of practical colors, Durez closures can be blended as you wish. Manufacturers are especially interested in the new and exclusive Durez pastel shades—six delicate colors, now available for the first time in the history of the molding industry.

Are you a subscriber?

We shall be glad to send you more complete information about Durez, illustrating its usefulness not only for caps and closures, but for all kinds of boxes, trays, display sets, containers and similar packages. And if you are not already a subscriber, we will mail you each

month, without charge, a copy of the newsy, brief little bulletin, "Closure News." Write for information, as well as for "Closure News," to General Plastics, Inc., 24 Walck Road, North Tonawanda, New York. Also New York, Chicago, San Francisco, Los Angeles.

THE MAKERS OF DUREZ ARE ALSO THE MAKERS OF DUREZ INSULATING VARNISHES AND LABEL CEMENT



PASTEL COLORSI

Originated and perfected by Durez, and now available for all types of closures and packages!

FOR the first time in history, you can now use pastel colors in capping and packaging your products! General Plastics, Inc.—makers of Durez, the perfect molding compound—have at last perfected the soft, fresh shades for which designers have been asking.

Features of the new Durez pastels

In most cases, it is true, manufacturers are well satisfied with the wide variety in Durez colors. The range is virtually complete. Yet for special purposes, and particularly where an exclusive package has been designed to meet severe competition or to enhance the prestige of a manufacturer, the lack of more delicate shades has been felt. And no manufacturer, until now, could solve the difficulty.

But today, Durez pastel shades may be had in old ivory, light blue, gray, pink, green, and yellow! Other colors will follow as demand warrants, and as further research brings to light practical and economical methods of manufacture. . . . The new Durez pastels are virtually fadeless, harmonize beautifully against the proper background, and have a delicacy and refinement especially adapted to the packaging of fine products.

Let us send you samples

Durez pastels are destined to play an important part in the molding of all types of closures, display sets, containers, trays, cups, dishes, and many other styles and sizes of packages. Already manufacturers are asking about them. Several have placed orders. . . . Let us send you, now, complete information about these new shades. We shall be glad at the same time to forward actual samples of the colors.



ARE YOU A SUBSCRIBER?

Copies of Closure News are sent each month, by request, to thousands of manufacturers of perfumes and pharmaceutical products. This little publication is issued once each month by General Plastics, Inc., and contains bright, newsy items of special interest to these men and their employees. If you like, we'll be glad to place your name on the list. Simply drop a card to General Plastics, Inc., 24 Walck Rd., N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.

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Kendall's Patented Compact Plates

U. S. Patent Serial Nos. 1,523,691 and 1,458,886

Other Patents Pending

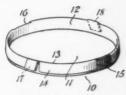
Y invention relates to new and useful improvements in Compact Powder and Rouge Plates for compressing Face Powder or Rouge directly into the plate, with holding means formed into the plate for locking plate into Vanity Case, and capable of holding itself fast when placed into same. It is also so constructed, that it may be readily detached when its contents are used and a refill Powder or Rouge Plate

substituted in its place.

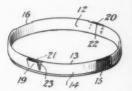


Wm. G. Kendall is the inventor of over one hundred patents in the cosmetic line, and patents are protected against in-fringers. All are warned not to violate my rights.

The compact sold in the Kendall's Compact Plate will give satisfactory service to the consumer, as these metal plates are superior to any other device for holding compacts now on the market. It will be worth your while to investigate, and you be the judge.



Showing downward lock-ing arms which are made directly into plate.



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WM. G. KENDALL, INVENTOR

Originator of the Spiral Lipstick Patent

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TRECE LABORATORIES absorb these expenses for you!-You can put out a complete line of quality Vanities under your own name and label without putting up a cent for machinery, plant or help!-And you can have it packaged, too, to suit your own individual taste!

We are prepared to act as your source of supply for powders, rouges, lipsticks, face powders and other preparations-in all the standard shades or in special tints to meet any special requirements. Perfumed as you desire, in bulk or in complete packages under your own name and brand.

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Creators of Artistic Metal Specialties

Waterbury Paper Boxes

The substantial simplicity of our round face powder boxes expresses the spirit of beauty and refinement in smart containers.

Our nearest representative will be glad to confer with you with reference to your requirements.



THE WATERBURY PAPER BOX CO.

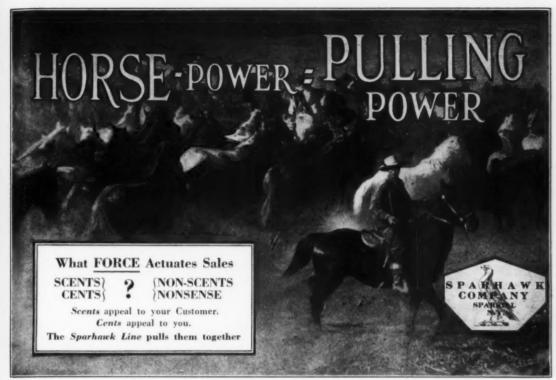
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Note announcement of our Super Machine-Made Bottles on reverse page

25

Super Machine-Made Bottles by Swindell

New

The contrast between the usual machine-made bottle and the new Super machine-made bottle is aptly shown in these photographs.

AFTER years of research we have perfected Super machine-made bottles that duplicate in appearance and strength the workmanship of the finest hand-blown glassware—at a considerable saving in cost.

The contrast between the old method and the Super machine-made bottle is shown in the accompanying illustrations. In the bottle blown by the old process it will be observed that the glass is arched at the bottom, detracting from its appearance when it is filled, and the corners are weak due to the impossibility of securing an even

distribution of glass. Furthermore, an ugly mold mark is left on the bottom which in many instances runs up on the face of

In Super machine-made bottles the face is unscarred; the surplus of glass, instead of collecting in an unsightly arch, is evenly distributed, thus insuring strength in all corners. There is no arch across the bottom, nor are there any ugly mold marks. Furthermore, the lettering stands out distinctly.



Even distribution of glass throughout bottle, insuring strength and beauty. No arch. Straight bottom



No unsightly mold marking

This is Our Stock Bottle 6 oz. No. A330



Corners weak due to uneven distribution of glass. Note arch at bottom



Unsightly mold marking due to running of glass

SWINDELL BROTHERS ESTABLISHED 1873

Baltimore Marylar

Baltimore, Maryland New York Office—200 Fifth Avenue

Printed by
Service Department
American Perfumer

New Process

SUN-BLEACHED BEESWAX

for making BETTER COLD CREAMS, OINTMENTS, etc.

NEW Process Sun-Bleached Beeswax has a texture that is finer, smoother and whiter. It is far superior for making cold creams, toilet creams and ointments, imparting a delightfully delicate, rich, creamy texture free from all chemicals and will not turn yellow or rancid with age. Finished products made with it are vastly superior to anything hitherto offered.

Working samples sent on request

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THE package is all important when a Sale is at Stake. Insure your product proper presentation with Flower City Paper Boxes.

Tight Wrap Stokes & Smith Boxes, Counter Display Boxes, Die Cut Work, and Printing, are all specialties with us. Leading Perfumers have found definite Sales Stimulation in our Craftsmanship.





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by

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432 Fourth Avenue New York



Colored striped glass, ground stopper, elongated rod with brass screw cap, stand bottom, capacity: ½ oz. (15 cc) 1, or. (20 cc)



Heavy glass, corrugated, Ground stopper and elongated rod. Capacity, 1 dram.

Scientific Specialties Co., Inc. 12-14 East 12th St.



No. 1818—Clear glass cut and polished square black glass stopper. 1/4 and 1/4 es. capacity.

Also complete line of plain and striped vials and novelties in perfumery glassware.

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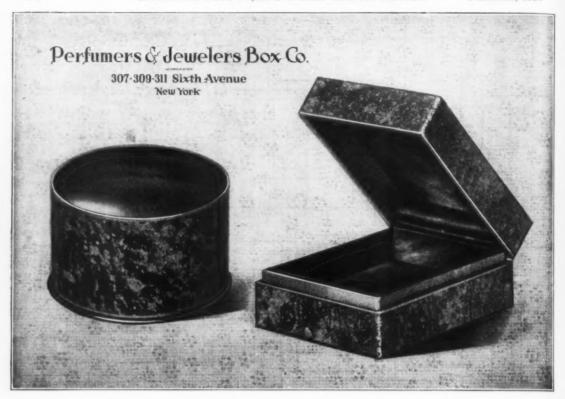
Manufacturers-Importers-Exporters

- Coconut oil-Liquid, any concentration, any color, perfumed.
- Olive Oil-30% strength, natural color, natural odor.
- Castile Soap—Liquid, 30% strength, made from U.S.P. castile soap.
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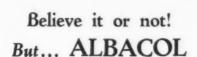
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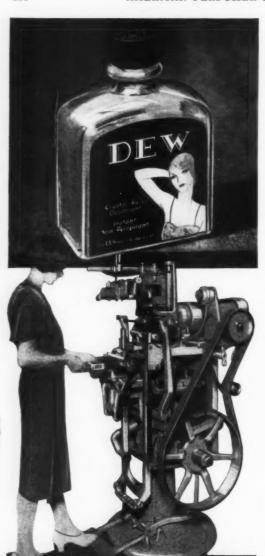
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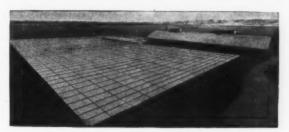
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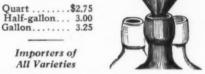
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(Continued on Page 126)

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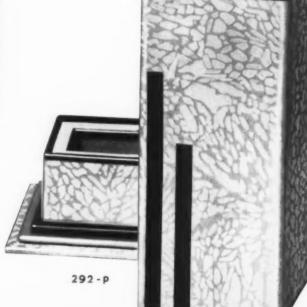
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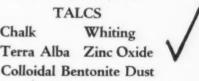
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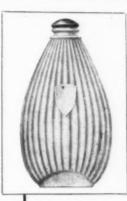
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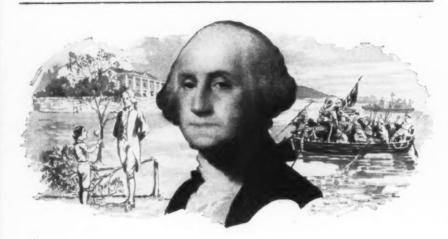
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know it you are down in the mire with the price-cutters.

Of course this is by no means new or startling. The copy book of your school days provided an identical philosophy. But all of us at one time or another have a way of overlooking the obvious. And Gosh! how we hate the moralizers.

In times like these it is well to remember—there are, and always will be, buyers of products of quality. The American consumer is constantly trying to improve his living conditions . . . better homes, better clothing and better food. It's in the blood. That is why the United States is the most prosperous nation in the world. That is why its future cannot be questioned.

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Dart Smith

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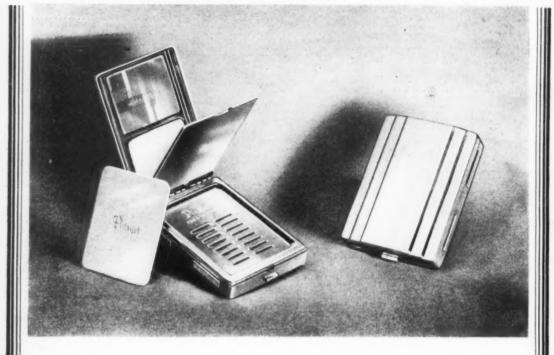
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